MARCH 15, 1948

PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

the v.p. said "NO!"

and what... but, please read on;

it's a shocking tale

It couldn't have happened to a nicer guy.

But a man named Maddux had it coming to him, and what was coming, came. Like this:

Seems that A. L. Alexander, of the famed Mediation Board program, has another show on WOR. Thursdays and Fridays at 8:15 P.M. He reads poetry. Tender poetry. Poems that touch the heart.

But the Vice President said "No."

Just like that. "No."

"No," he said, "I don't think people like to hear poetry over the air."

It was a simple statement.

No lightning struck.

The rhododendron leaves on the lamp table barely quivered.

SO A. L. ALEXANDER went on the air.

And he spoke to his listeners (wondering woefully whether there were any. After all, the V.P. said "no" and Vice Presidents ought to know). So Alexander spoke into the night; and told how a WOR Vice President didn't believe that people wanted to listen to poetry on the radio. He—Alexander—hinted (just hinted, mind you) that his listeners might just write Mr. Maddux and tell him what they thought.

SHORTLY AFTER 8 THE NEXT MORNING came . . . as they say . . . the deluge!

Phone calls, telegrams, specials, cards, letters.

23,000 messages came, addressed to Mr. R. C. Maddux, WOR Vice President.

They pelted, riddled, sprayed our poor V.P. with most unpoetic words.

"Jughead. Cold, calloused, mercenary executive."

"Have you no poetry in your soul?"

And finally a deadly thrust: "Please send me," a woman wrote, "a copy of the poem, 'Should You Go First.' And if anyone goes, Mr. Maddux, I hope it's you."

If you have something to sell, you might sponsor A. L. Alexander's poetry program. His listeners, need we say, are many . . . and loyal. The sale might speed up Pete Maddux' recovery; after all, he IS Vice President in charge of . . . SALES.

WOR—*that power-full station at 1440 Broadway, in New York*

mutual

"WLS is a fine station"

. . . W. H. Near,
feed merchant,
Shelby, Michigan

WES NEAR is the leading feed dealer in Oceana county, Michigan. He serves the farmers for miles around Shelby—and he knows they listen to WLS!

He knows further that advertising pays. Says he: "I advertise regularly. I give out calendars, record books, use the local papers. People remember; they come to me because I advertise, just as they buy the brand they hear advertised."

Mr. Near has owned Near's Feed Mill for eight years, and his father had the business before him. Last June, he bought the Farmer's Feed Mill, now runs them both.

Shelby (population 1,367) and Oceana county are typical of Midwest America. Folks thereabouts listen to WLS . . . and the merchants know it. County population is 14,812, all rural. According to BMB, WLS has an audience of 62% days, 63% nights. In 1946, WLS received from Oceana county 1,489 letters—representing 41% of the radio homes!

Here's an important market—*one* county with 11 million dollars income, almost 7 million dollars in retail sales. Yet it is only a tiny piece of the whole WLS market—several hundred counties where people depend on WLS for the information they need, the entertainment they want. For 24 years they have been our friends—and that is why *WLS Gets Results!*

WLS
CHICAGO 7
The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

890 Kilocycles
50,000 Watts
ABC Affiliate

Represented by
JOHN BLAIR & CO.

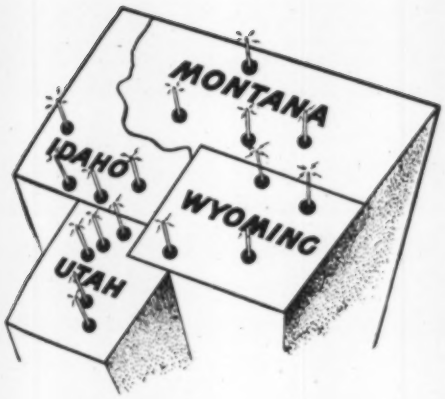
AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX . . . KTUC, TUCSON . . . KSUN, BISBEE-LOWELL-DOUGLAS

One of a series. ***Facts*** *on radio listening in the Intermountain West*

THERE'S DOUBLE THE TUNE-IN At Noon Time

outside of Salt Lake City

. . . . and the Intermountain Network delivers 63.1% of the audience



The Winter, 1947 Hooper reveals three pertinent facts:

(1) At the noon hour in 13 Intermountain Network cities **outside** of Salt Lake City 37.4% of sets are in use. That's only a fraction less than the nighttime 6 to 10 p.m. tune-in of 38.5%—yet the noon hour is sold at "B" rates.

(2) The noon hour tune-in in 13 Intermountain Network cities **outside** of Salt Lake City is virtually double that in Salt Lake.

(3) AND, MOST IMPORTANT TO TIME BUYERS—the Intermountain Network delivers 63.1% of this huge audience in 13 cities with a Hooperating of 23.6.

17 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City
KMFR, Great Falls *
KYES, Butte *

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

*Under Construction

STATION HOOPERATINGS

Monday thru Friday—Winter, 1947

Time	Sets In Use	INTER-MOUNTAIN NETWORK Rating	A Network Rating	B Network Rating	C Network Rating	All Others Rating
13 Intermountain Network Cities* (outside of Salt Lake City)						
12:00 N - 1:00 p.m.	37.4	**23.6**	1.9	2.8	9.0	0.1
Salt Lake City						
12:00 N - 1:00 p.m.	19.5	**4.4**	1.4	2.8	7.4	3.5

*Comprised of the following 13 cities: Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

NOTE THIS! Retail sales in the home counties in which the above 13 cities are located total $328,218,000 compared to $218,650,000 for Salt Lake County. In other words, retail sales of these 13 counties are once and one-half again the Salt Lake County sales. And you cover all 14 counties—plus a total market of three-quarter billion dollars in retail sales—when you buy Intermountain.

THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, **Inc. National Representatives**

New York — Chicago — Los Angeles — San Francisco — Atlanta

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

ANNUAL report of Norwich Pharmacal Co. (Ungentine, Pepto Bismol) shows while total sales were 9% less than last year final four months were best for period in company history. Report credits ABC Friday 8 p.m. mystery show *The Fat Man* with major part in sales increase. Firm bought show in February. Agency is Lawrence G. Gumbinner, New York.

BIOW Co., New York, looking for comedy or crime replacement show for Philip Morris program Tuesday, 8-8:30 p.m. on NBC. Milton Berle, currently heard in period, will be dropped effective April 13.

COCA COLA DEALERS, currently sponsoring *Morton Downey Show* on MBS, have not yet signed contract switching show to NBC, but it was understood that if and when they sign, show will start late spring or early summer. D'Arcy, Adv., New York, is agency.

BROADCASTERS worried because they have FCC applications set for hearing in conflict with NAB May 17-21 convention may rest easily. FCC authorities say they have no doubt such hearings will be postponed if applicants desire.

FORMATION of new regional network in Southwest, but concentrating on Texas and possibly Oklahoma coverage, understood to be in advanced stages. Plans not yet divulged.

MOVE AFOOT among New York business interests to adopt Voice of Democracy contest staged during National Radio Week. Surprising success of 1947 event inspired far-flung scheme with high-budget trappings, but NAB, RMA and Junior C. of C. are expected to hold on to their promotional offspring.

LIGGETT & MEYERS (Chesterfields) aside from sponsoring telecasts of Giant home games on WNBT New York and Chicago Cubs home games on WBKB Chicago, considering sponsorship of other National League home games. Newell-Emmett Co., New York, is agency.

IN MULLING stage is plan for Assn. of Women Broadcasters to present membership certificate to Margaret Truman at ceremony to be held during April meeting of District of Columbia AWB members. Miss Truman named honorary member at recent AWB convention.

ANY ACTION FCC may have had in mind regarding inquiry into ideologies of Edward Lamb, attorney and licensee of WTOD Toledo, evidently has gone by boards. Inquiry at FBI is understood to have yielded report that Uncle Sam's G-Men did not have sufficient funds to pursue such investigatory activities.

IN SECURING radio and video rights for New York's 20th Century Sporting Club direct, Gillette is starting inter-network bidding for fights, may wind up getting time at appreciably less than card rates.

Upcoming

March 15-17: Chicago NBC Workshop Meetings, Drake Hotel, Chicago.

March 16: Radio Week Liaison Committee, BMB Hdqrs. New York.

March 16-18: CBC Board of Governors, Ottawa.

March 18-20: CBC Board of Governors meeting at Ottawa for public hearings.

March 20-21: Western Radio Conference, Marines Memorial Bldg. San Francisco.

(Other Upcomings on page 90)

Bulletins

CALIFORNIA Broadcasters Assn. Friday named Harry Butcher, KIST Santa Barbara, president; C. L. McCarthy, KQW San Francisco, first vice president; Calvin J. Smith, KFAC Los Angeles, second vice president; Paul Bartlett, KFRE Fresno-KERO Bakersfield, secretary-treasurer.

STANDARD OIL of California has agreed to pay estimated $50,000 to telecast 66 home games of Los Angeles Angels baseball team, April 18 through Sept. 26, on KTLA Hollywood. BBDO is agency.

SEATTLE AFRA SET TO STRIKE

SEATTLE AFRA sets strike deadline of midnight March 17 against KOMO KJR KIRO. Negotiations broken off Feb. 23 when conciliator gave up. AFL Central Labor Council appointed special committee March 3, but has not called meeting. Negotiator for employers, George Leonard, says stations not worrying. Stations have offered $5 increase for staff announcers to $82.50. Union insists on $7.50 increase and 5% on fees for freelancers.

Business Briefly

FREEZONE CAMPAIGN ● Whitehall Pharmacal Co., New York, April 1 starts spot campaign for Freezone, taking over most of spot time now used on 50 stations for Guards Cold Tablets. Same firm, which sponsors *Mr. Keen* Thurs, 8:30-9 p.m., on 117 CBS stations, scheduled to expand sponsorship to entire network (174 stations) this month. Agency for both accounts, Dancer-Fitzgerald-Sample, N. Y.

CRIME SHOW TO TONI ● Toni Co., Chicago, starting April 1 sponsors *Crime Photographer* on CBS Thurs., 9:30-10 p.m., through Foote Cone & Belding, Chicago. Anchor-Hocking Glass Co. drops show after March 25.

MACY'S USING SPOTS ● Spot campaign on seven New York stations to be sponsored by R. H. Macy & Co., to plug store's "6% discount." Stations include WJZ WNBC WOR WCBS WMCA WHN and WNEW. Agency Grey Advertising.

GROVE LABS., CAMPAIGN ● Grove Labs. (Groves Tasteless Chill Tonic), St. Louis, starting summer seasonal spot campaign Apr. 18 for 18 weeks, ten times weekly on 70 stations in southern markets. Agency, Harry B. Cohen, New York.

BREWERY TO USE 14 ● Guy Lombardo show, Ziv package, bought by Iroquois Brewing Co., Buffalo, for airing in 11 New York cities, three in Pennsylvania. Agency, Baldwin, Bowers & Strachen.

MAY USE SPOTS ● American Chewing Products Corp., Newark, N. J., may use spot campaign this fall in southern region. Agency, Cole & Chason Adv. Inc., New York.

BUY NEWS SHOW ● Pillsbury Mills has bought *Bob Trout News*, NBC, Sun., 4:30-4:45 p.m., starting April 4. Agency, Leo Burnett Co., Chicago.

FCC Finds Industry Payroll Increasing

GROWING employment and rising payrolls in broadcasting industry reflected in FCC report Friday showing 15% gain in fulltime employes and 17% increase in scheduled pay for fulltime staff personnel between February and October 1947 (earlier story of industry finances, page 17).

Releasing data covering all licensed AM stations and FM portions of joint AM-FM operations conducted by these licensees, FCC said four national and three regional networks and 1,260 stations reported 34,720 fulltime employes in October, compared to 30,100 reported in February by same networks and 924 stations. Aggregate scheduled weekly compensation for fulltime staff members rose from $2,140,000 in February to $2,508,000 in October.

Average weekly compensation for staff employes (not counting overtime) increased from $71.50 to $72.40; for non-supervisory employes, from $61 to $62.60; for non-staff program personnel, from $56.50 to $60. Average scheduled working time of non-executive staff employes increased from 39.1 hours to 39.4.

Report showed 544 stations employing fewer than 15 persons. Fulltime employes of these stations numbered 5,382, more than 10% of whom were "combination" workers performing duties in two or more departments. FCC found "no significant wage differential . . . between combination and other non-supervisory employes in the major departments."

Networks, their 10 keys, and 1,008 other stations reported employment of 8,353 part time workers. Their scheduled compensation was $373,774. FCC said 4,021 of these employes were engaged in non-staff program capacities, compared to 4,731 in this category in February 1947. Aggregate pay for non-staff program employes dropped, "though less sharply than employment, from $267,336 in February to $240,831 in October."

Data cover week ended Oct. 11, 1947, and

(*Continued on page 102*)

WGAL

LANCASTER, PENNSYLVANIA

Established 1922

Builds Profitable Sales in this

Prosperous Market

This vital station is selling for many advertisers. It effectively reaches a trading area which is one of the most prosperous sections in America. Rich in agriculture, rich in diversified industry—the Lancaster market is a sound buy. Your sales message reaches this market thoroughly and economically on WGAL. Write for full information and rates.

A STEINMAN STATION

NBC AFFILIATE

Represented by

ROBERT MEEKER ASSOCIATES

New York San Francisco Chicago Los Angeles

Yes, WBIG-FM soon!

We're BIG

in cooperation with law enforcement—we were recently cited by the mayor, city manager and city police of greensboro for broadcasting at times of serious emergencies.

greensboro, n. c.
5000 w. day & nite
columbia affiliate
edney ridge, director
represented by hollingbery

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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PROMOTION
WINFIELD R. LEVI, *Manager*
Betty Beckanstin.

NEW YORK BUREAU
250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor.* Florence Small, Irving Marder, Marjorie Ann Donnell, Anita Lamm.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson, Tom Stack.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1. *CENtral* 4115
William L. Thompson, *Manager;* John Osbon.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, Zone 28. *HEmpstead* 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor,* Ann August.

TORONTO BUREAU
417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes, *Manager.*

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Pat. Office

Copyright 1948 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $7.00 PER YEAR, 20¢ PER COPY

As *local* as the luncheon club

WNAC — Boston, Mass.
WFAU — Augusta, Me.
WJOR — Bangor, Me.
WICC — Bridgeport, Ct.
WKXL — Concord, N. H.
WSAR — Fall River, Mass.
WEIM — Fitchburg-Leominster, Mass.
WHAI — Greenfield, Mass.
WONS — Hartford, Ct.
WHYN — Holyoke, Mass.
WLNH — Laconia, N. H.
WCOU — Lewiston - Auburn, Me.
WLLH — Lowell - Lawrence, Mass.
WKBR — Manchester, N. H.
WNLC — New London, Ct.
WBRK — Pittsfield, Mass.
WMTW — Portland, Me.
WHEB — Portsmouth-Dover, N. H.
WEAN — Providence, R. I.
WSYB — Rutland, Vt.
WWCO — Waterbury, Ct.
WDEV — Waterbury, Vt.
WAAB — Worcester, Mass.

A Yankee home-town station is as much a part of the friendly, intimate life of its community as the Rotary, Kiwanis or Lions Clubs. It is a vital part, for the same men who meet at weekly luncheons use the home-town station for their own retail advertising and for civic welfare promotions.

That's why — for a friendly, intimate approach, for most effective selling — there's nothing like a Yankee home-town station. It has the listenership you need because it brings to the audience Yankee and national programs as well as local features.

There are 23 Yankee home-town stations. You can buy any individual station, or any group, or the entire 23-station network. Whatever you choose you obtain direct, blanket coverage of every neighborhood shopping area. That's local impact.

"*This is The Yankee Network*"

Member Mutual Broadcasting System

A CASE OF

THE NATIONAL BROADCASTING COMPANY HOLLYWOOD

F 15,000,000 Peanuts and some Buttercups

When an offer of Ranunculus Bulbs was made recently on Elmer Peterson's news program, some 102,000 pieces of mail enclosing evidence of purchase were received.

That's only one example of many which demonstrate that Peterson and the NBC Western Network do a job for Planters Nut and Chocolate Company.

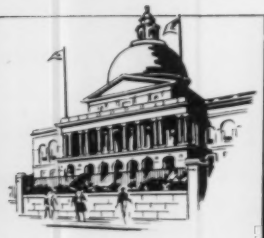
Planters bought the 5:45 p.m., Wednesday-through-Saturday time in 1944, using eight NBC Pacific Coast stations. Today, Planters still has the same time period, some four additional stations—and a daytime commentator consistently blessed with higher ratings than any other, national or regional. Peterson's daytime average in those three years has been 5.6, and he hit 8.4 last year alone.

There are reasons for this success. He's experienced, of course—has covered the news for AP and then NBC in 33 countries . . . he's conscientious—spends 7 hours in the San Francisco newsroom preparing his quarter-hour program . . . he's a fine broadcaster—offering intelligent reporting, honest interpretation, plus sound analysis. And Elmer Peterson broadcasts for Planters over the great NBC Western Network.

That combination brings the nation's largest selling brand of peanuts both good will and good customers. The experience of Planters—and such other advertisers as Bekins Van and Storage, Richfield Oil, Sperry Flour, Standard Oil and Tillamook—bears out the conclusion: Fine programs on NBC Western Network get results in the Rocky Mountain and Pacific states.

OD SAN FRANCISCO **NBC WESTERN NETWORK**

A Service of Radio Corporation of America



Bostonians don't listen to WFLA

but...

FLORIDIANS in the rich Tampa - St. Petersburg area continue to listen to WFLA more than any other station — according to the latest Hooper. Morning, afternoon and night WFLA leads in listeners in this growing market where expanding industry, agriculture and business keep buying power high and steady all year 'round!

5000 WATTS DAY AND NIGHT

NBC AFFILIATE

WFLA

The Tampa Tribune Station

National Representative JOHN BLAIR & CO.

Southeastern Representative HARRY E. CUMMINGS Jacksonville Fla

TAMPA

Feature of the Week

The Johnsons

* * *

LISTENERS who have felt for years the burden of early morning routine are finding considerable solace and amusement on WBBM Chicago. By eavesdropping daily 7:30-8 a.m. on the home life of Cliff Johnson, the station's popular m. c., they are treated to a generous slice of family Americana called *Listen to Cliff*. Mr. Johnson originates the breakfast table program in his nine-room suburban home with the aid of his wife, Louella, and four daughters—Sandra (7), Pamela (5), Linda (3), and Vicki (1).

Produced by Hooper White, the program in six months has become one of Chicago's most informal local ether offerings. Like a football coach, Mr. Johnson uses a blackboard outlining topics of conversation; the studio pipes in musical interludes. But, as Mr. Johnson occasionally warns, "Any remarks they (members of his family) make, are entirely their own."

Anything can happen on the show. Sandy suddenly may decide

(*Continued on page 85*)

On All Accounts

THERE is little fear in agency circles that Evelyn Lee Jones, head timebuyer for Donahue & Co., will "go Hollywood," for now that the returns are in, it would seem that Hollywood has "gone Jones."

Mrs. Jones is the Hollywood timebuying authority at the New York agency and her filmland accounts include MGM, Enterprise Pictures, Loews Theatres, Radio City Music Hall and Samuel Goldwyn Productions.

Nor is her association with these accounts a matter of coincidence, for Mrs. Jones' roots are deep in the hard pay dirt of screenland. After an educational double feature at Rochester U. and at Columbia she cashed in her credits for a publicity job at Tiffany Productions, a motion picture firm, now defunct.

Two years later she departed the firm to stake out as a freelance publicist, winding up with ten independent motion picture company accounts. Her duties on that beat, she confided, were "as varied as the colors on a Vine Street polo shirt."

Forsaking variety for novelty, she gave up the accounts in 1939 to join a new enterprise called "Theatre on Film," an organization which proposed to photograph stage plays on 16 mm film for educational distribution. She remained with the group until the outbreak of war, whereupon she joined the New York City Hall staff to set up an information bureau for civilian queries on war problems. That completed, she was appointed war aid to Mayor LaGuardia, in which capacity she helped plan all city war efforts, from hero parades to formal dinner celebrations.

EVELYN

Next she moved to her present location at Donahue & Coe, but as a copy writer. She gravitated into time buying, where she emerged as an authority on the unique spot problems of the motion picture firms. On Feb. 1, she was named chief timebuyer.

Among the non-movie accounts she handles are a division of Whitehall Pharmacal Co. and DeLaval Separator.

Charming and capable, Mrs. Jones is the wife of Charles Reed Jones, writer and motion picture publicist. The couple celebrated their 14th wedding anniversary on March 7.

WATV

COMING SOON

FIRST in POST WAR Television serving NEW JERSEY and METROPOLITAN NEW YORK

KEEP YOUR EYE ON CHANNEL 13 WATV

ASK YOUR WAAT MAN ABOUT

New Jersey's 1st Station WATV CHANNEL 13 NEWARK-NEW JERSEY

DON'T BREAK

Give FM a Break... with the

Pilotuner

Face the Facts! FM can be a Smash Hit . . . if YOU don't smash it—by recommending "LAME DUCK" FM tuners.

FM "bloopers" . . . "fly-by-night" FM tuners . . . chiselling, cut-corner, half-way FM equipment can ONLY give a black eye to FM — and to the broadcaster who recommends them.

Why not play the proven winner . . . the FM PILOTUNER . . . which *knows no compromise* on quality! Into the Pilotuner go Pilot Radio's more than 30 years of experience . . . the "know-how" that assures complete satisfaction—first, last and always.

A sensation in '47, the amazing PILOTUNER is headed for an even greater '48. Display it—promote it . . . get your share of the new FM listening audience! Send coupon now for complete information.

6¾" high,
8¾" wide,
5¾" deep

to retail at $29.95
(Slightly higher west of Rockies)

PILOT RADIO CORP., 37-06 36th St., Long Island City, N. Y..

Send me full information concerning the FM PILOTUNER.

NAME .....

ADDRESS .....

CITY.....ZONE NO..... STATE.....

3

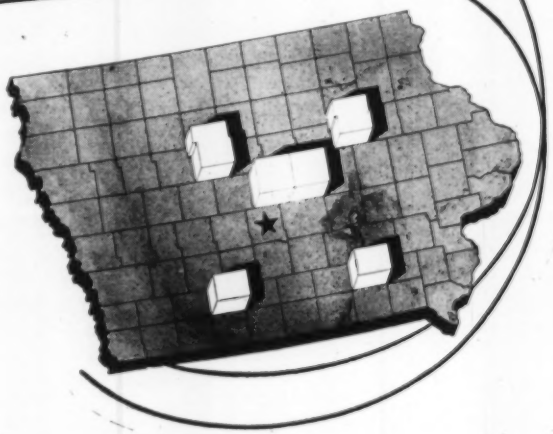
PILOT RADIO CORPORATION
37-06 36th ST., LONG ISLAND CITY, N. Y.
Makers of PILOTONE VINYLITE RECORDS • PIONEERS IN FM

IT TAKES MORE THAN POWER

(which we have!)

to attract and hold an audience!

TAKE THESE SIX IOWA COUNTIES, FOR INSTANCE



WHO's tremendous listenership in Iowa proves that people in this State tune to *the best show* rather than simply to the *nearest* show!

Take the six widely-separated counties featured at the right. Every one of them has within its borders at least one good radio station, each with an excellent signal-strength throughout its home county. In addition, every radio home in those six counties can hear *many* other stations. Yet according to the 1947 Iowa Radio Audience Survey, from 5:00 a.m. through 6:00 p.m., *WHO at Des Moines has a 52.9% average listenership among the radio homes in those six counties!*

There is only one answer to such listener-preference. That answer is *Top-Notch Programming—Outstanding Public Service.* Write for Survey and see for yourself.

WHO

+ *for* Iowa PLUS +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives

BROADCASTING
TELECASTING

Vol. 34, No. 11 WASHINGTON, D. C., MARCH 15, 1948 $7.00 A YEAR—20c A COPY

DOUBLE SPOT OPPOSED

TRENDS Asks Opinion of Agencies

FOUR OUT OF FIVE advertising agency executives want the broadcasting industry to stop the practice of double-spotting, or placing two commercial announcements next to each other. The agencies at the same time are overwhelmingly in favor of industry-wide standards of practice [BROADCASTING, Feb. 16]. Analysis of their opinions on phases of the code constitutes the second portion (presented herewith) of the fourth survey of agency opinion, twelfth in the BROADCASTING TRENDS series, conducted exclusively for BROADCASTING by Audience Surveys Inc.

The analysis indicated that a heavy majority of the agency men (82%) who replied to the survey questionnaire believe double spots should be prohibited; that agency executives are sharply divided on the question of allowing more commercial time for multiple-sponsorship shows, and that on the matter of prohibiting middle commercials in newscasts the opinions vary considerably, depending on the length of program on which the middle commercial is aired.

The agency executives also expressed their opinions on money giveaway programs, dramatization of controversial issues, exemption of contest announcements from commercial time limits, contests based purely on chance, and solicitation of funds in religious programs.

Detailed breakdowns showing results of the survey on all of the aforementioned questions are contained in the tables and explanatory data which follow. There is also a table showing that agency executives by a slight majority (52%) believe adoption of a strong code would not affect timebuying.

Should more commercial time be allowed for multiple-sponsorship programs (participations, announcments, musical clocks, shopping guides, etc.)? (See Table I.)

Agency men split evenly on allowing commercial time for multiple-sponsorship shows—48% for it, 48% against—the sharpest difference of opinion revealed in the entire survey.

Should industry-wide standards of practice prohibit double spots? (See Table II.)

Eighty-two percent believe double spots should be prohibited by industry-wide standards of practice, better than five times as many as would prefer not to rule against them.

(If double spots should be prohibited) should service announcements—time signals, weather reports, etc.—be exempted from this prohibition? (See Chart I.)

Of those favoring a rule to abolish double spots, 60% would exempt service announcements, against 38% who would grant no exemption to such announcements.

Should standards of practice permit or prohibit middle commercials, money giveaway programs, dramatization of controversial issues, exemption of contest announcements from commercial time limits, contests based purely on chance, and solicitation of funds in religious programs? (See Table III.)

Asked about a set of specifics, a majority of agency men would permit middle commercials in quar-

(Continued on page 93)

CHART I

(If double spots should be prohibited) should service announcements—time signals, weather reports, etc.—be exempted from this prohibition?

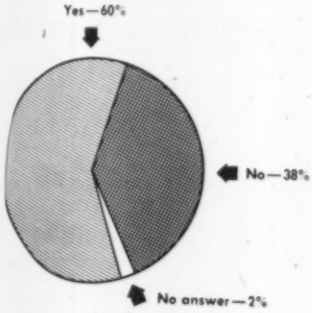
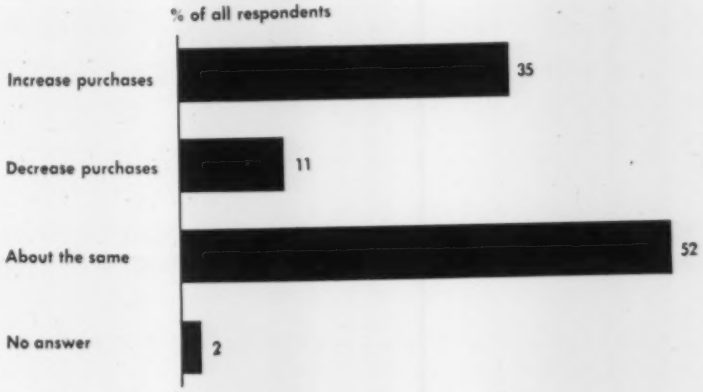


CHART II

In your opinion, how would the adoption of a strong code by the broadcasters influence the purchase of time for advertisers?



NARBA DELAY

U.S. Expected to Try for Extension

EFFORTS to get an extension of the present North American Regional Broadcasting Agreement (NARBA) appeared last week to have been accepted as virtually the only course open to the U. S. in view of the temporary impasse on the fate of clear channels and higher power.

Extension of the existing treaty —if other signatory nations are agreeable — was considered the "safest" way to accommodate the delay in the August treaty-revision conference which FCC and other communications authorities reportedly accept as necessary [BROADCASTING, March 8].

Under the present NARBA time schedule, final recommendations for changes in the treaty are due May 1. In the U. S., the proposals depend upon the decision reached with respect to breakdown or maintenance of clear channels and the use of power above 50 kw. FCC was on the verge of issuing its decision, after three years of study and hearings, when the Senate Interstate & Foreign Commerce Committee asked that the decision be held up pending hearing on the bill introduced by Sen. Edwin C. Johnson (D-Colo.) to break down the clears and keep the power ceiling at 50 kw [BROADCASTING, March 1].

With hearings on the Johnson measure (S-2231) slated to start April 5 and the prospect that scores of witnesses will want to be heard, authorities concede it would be virtually impossible to meet the May 1 deadline for NARBA recommendations. And it was felt that any substantial postponement of the treaty conference itself, which is scheduled to start Aug. 2 in Canada, would imperil the chances of ratification of the new treaty before the present NARBA expires March 28, 1949.

Informed sources consequently thought the most desirable course would be to seek not only a postponement of the August conference, but also an extension of NARBA beyond the March 1949 expiration date [CLOSED CIRCUIT, March 8].

The terms of the extension that might be requested—whether for one year, or for more or less time—has not been indicated. Nor could it be foretold what reaction such a request might evoke among the other signatory nations. The present NARBA is a three-year interim agreement adopted in 1946 to take the place of the original agreement until a new one could be worked out.

FCC authorities have conferred at length with Acting Chairman Charles W. Tobey (R-N.H.) and

(Continued on page 94)

LUCKY STRIKE VIDEO

Tobacco Firm Sets Big Budget

SPONSORSHIP of what is probably one of the most expensive series of television shows yet undertaken—a weekly half-hour telecast of scenes from current stage hits—was announced last week by the American Tobacco Co. and CBS.

The new series, which will be telecast over the CBS television network beginning April 6, will be sponsored by the company on behalf of Lucky Strike cigarettes. Stars, writers, producers and other persons connected with the theatrical enterprises will be featured on the program. "Mr. Roberts," one of Broadway's biggest hits, will be the first production.

Announcement of the new program was made at a news conference in New York by William S. Paley, chairman of the CBS board, Emerson Foote, president of Foote, Cone & Belding, and Martin Gosch, producer of the series.

As explained by Mr. Gosch, a theatrical and motion picture producer of wide experience, the CBS series, to be called *Tonight on Broadway*, will show scenes from the plays and interviews with the creators of the plays. It will be something in the nature of "a half-hour trailer—a stimulant to the audience to go and see the whole show."

Mr. Gosch saw great possibilities in the program not only as television entertainment but also as a powerful means of theatre exploitation. He believed, he said, that new public interest in the stage would be aroused.

As planned now, each telecast will originate in the theatre where the play is running and will occur before the play's actual performance. The shows will be telecast Tuesdays, 7-7:30 p.m.

Unions a Factor

The production of live telecasts of plays from legitimate theatres will necessitate considerable negotiation with unions, it was pointed out.

Clarence Derwent, president of Actors Equity Assn., reported at the press conference that Equity had agreed to a special scale for the CBS series. Actors on the telecasts will get a $75 minimum for two hours' work, including rehearsals and the half-hour performance, and $6 an hour for rehearsals over that.

Mr. Derwent said that the actors' union decided to set the special scale because it believed the program would be of service not only to television but also the theatre.

There was some doubt that other unions would be as quick to cooperate in the project as Equity had been.

Mr. Gosch admitted that negotiations involving the International Alliance of Theatrical Stage Employes, whose stage hand members work New York theatres, and the International Brotherhood of Electrical Workers, to which CBS cameramen belong, were not complete.

These two unions have clashed sharply over jurisdictional matters in the past, and it was believed possible that whatever arrangements might be evolved from the proposed CBS series might set a pattern for future television labor policies.

Stations over which *Tonight on Broadway* will be telecast are WCBS-TV New York, WCAU-TV Philadelphia, WMAR-TV Baltimore and WMAL-TV Washington. The duration of the series has not been decided.

The precise cost of the new show was not disclosed, Mr. Gosch explaining that the American Tobacco Co. through its president, Vincent Riggio, had not yet estimated the exact production costs.

AFM

Lower Scale Sought For TV Performers

By EDWIN H. JAMES

CONFRONTED by a March 31 deadline when the interim agreement between major networks and the AFM expires, executives of management and the union last week resumed negotiations which had been in recess five weeks.

Though atmosphere of the conferences could hardly be described as gloomy, there was little doubt that the optimism which prevailed at the end of January, when the interim agreement was announced, had diminished.

Neither side would discuss progress but it was learned that the networks and the union had run head-on into a complex problem which involved not only contract renewals for AM network operations, but also the establishment of labor policies in television and FM.

The parties have not yet begun to talk in concrete terms, but it was understood the networks had advised James C. Petrillo, AFM president, in whose New York offices last week's conferences were held, that because of the limited television audience and hence limited advertising revenue they would seek a lower wage scale for musicians performing on video than for AM.

It was believed this issue would precipitate considerable argument. Competent sources said Mr. Petrillo might view the establishment of video wages at a level beneath those of AM as a retreat. Further, it was no secret that the AFM chief would seek an increase

(*Continued on page 101*)

AUTO BILLING

Big Increase May Be Indicative

By FLORENCE SMALL

THE RAPID increase in automotive network billing since the first of the year may very well be a bellwether of important revenue from one of the nation's largest group of regular advertisers.

In 1947 only three major automotive companies were using network time with an approximate billing of about $1,500,000. General Motors was then sponsoring Henry J. Taylor twice weekly on Mutual; Ford Motor Co. was sponsoring Dinah Shore on CBS and Meredith Willson on CBS and International Harvester had *Harvest of Stars* on NBC.

Since the first of the year, despite the fact that there still is a sellers market for cars, Kaiser-Frazer and DeSoto-Plymouth have helped push the automotive network billings up to nearly $4,000,000. Kaiser-Frazer is now sponsoring *Newscope* four times weekly on MBS, while DeSoto-Plymouth is advertising its cars on *Adventures of Christopher Wells*, half hour program on CBS.

Others Considering

At least three other automotive manufacturers are using or contemplating using heavy spot announcement campaigns: Packard is considering a spring spot campaign; Chrysler Corp. is currently using spots on WFIL Philadelphia; Lincoln Mercury is planning to place some portion of its six million yearly advertising appropriation into spot radio.

Among those continuing their network policies are the Ford Motor Co., currently sponsoring Fred Allen, half-hour on NBC. The Ford Dealers, on the other hand, are using *The Ford Theatre*, hour-long program on NBC. General Motors is carrying on with Henry Taylor, twice weekly on MBS, and International Harvester is transferring its half hour program from NBC to CBS.

Another automotive firm, Tucker Co., is planning to enter the network field and is looking for a news program.

Heavy in Video

In television, automotive accounts are impressively heavy users of the medium. Oldsmobile division of General Motors Corp. and Oldsmobile dealers of the metropolitan New York area recently started a weekly news review on WNBT-TV, NBC video station. In addition Oldsmobile has sponsored football films of the bowl games on WWJ-TV Detroit. Chevrolet is sponsoring a 20-minute film on WBKB Chicago and on WABD New York.

Kaiser-Frazer, aside from its

(*Continued on page 94*)

Drawn for BROADCASTING by Sid Hix

"He's veepee for tepee teevee!"

L. A. PREVIEW

Code Tiff Shapes Up; Boston Award Created

By J. FRANK BEATTY

NEW industry-wide battle over the form NAB's Standards of Practice will take is under way.

Relegated to the smoke-filled-room phase for several months, code promulgation was brought into the open again Friday afternoon at a forum conducted at the Boston U. Founder's Day celebration.

With NAB President Justin Miller presiding at the Radio Divisional Meeting, three broadcasters laid open the whole code question, their lively exchanges setting the pattern for the all-industry code fight at the Los Angeles convention May 17-18.

Intensity of the Boston exchange of views led to prediction that the newest version of the code, now being polished off at NAB under instructions from the board [BROADCASTING, March 1], will get a thorough going-over at the convention despite the easing of commercial restrictions and the general overhauling as a result of industry expressions last autumn.

Discussion of the standards took place at a two-day session in which the university announced the creation of New England radio awards for public service broadcasting and the presentation of honorary degrees to Brig. Gen. David Sarnoff, RCA president and board chairman, and Judge Miller.

Mr. LAWRENCE Mr. FELLOWS Mr. COTT

Five types of awards will be given New England stations. Known as the Boston U.—Daniel L. Marsh Awards, they will honor stations which best exemplify "the democratic spirit in America by emphasis upon human relations, intergroup understanding, community growth and progress, and the elevation of the moral tone of the community" through the program policies they initiate.

Announced by Charles Francis Adams, chairman of the Board of Trustees executive committee, the awards will be given to New England stations over 5,000 w; major network-owned or affiliated stations of 1,000 w; independent stations of 1,000 w; major network-owned or affiliated stations of less than 1,000 w; independent stations under 1,000 w.

The awards are named in honor of Dr. Daniel L. Marsh, Boston U. president for 22 years, who delivered "the first religious broadcast ever given, over KDKA Pittsburgh, radio's pioneer broadcasting station. His faith in this instrument as a power for good has remained steadfast, and he has worked with the conviction that its great resources will ultimately be used for the noblest purposes."

Two Criticize Code

Competition for first awards to New England stations will be based on broadcasting activities from June 1, 1948 through June 1, 1949. Winners will be announced in early autumn of 1949.

Another radio feature of the university's two-day celebration was a television divisional meeting Saturday morning.

Attacks on the NAB Standards of Practice came from two broadcasters—Ted Cott, WNEW New York, an independent, and Craig Lawrence, WCOP Boston, Cowles station and an ABC affiliate. Speaking in defense was Harold E. Fellows, NAB District 1 Director and member of the original

(*Continued on page 96*)

DEGREES GIVEN

Boston U. Citations To Sarnoff, Miller

HONORARY degrees were awarded Friday morning by Boston U. to David Sarnoff, RCA president and board chairman, and Justin Miller, NAB president. Presentation took place at a ceremony in connection with the university's Fifth Annual Founders' Day Institute on Social Responsibilities of American Leadership.

President Daniel L. Marsh presented 10 degrees. Gen. Sarnoff received the degree of Doctor of Commercial Science. His citation read:

"David Sarnoff, president and chairman of the board of Radio Corp. of America, and chairman and director of numerous other commercial and industrial enterprises; born in Russia, and brought to the United States when nine years of age; your achievements testify not only to the opulent force of genius within you but also to the fact that the American dream of equality and opportunity is still realizable in this land of the free and home of the brave. You are in very truth a commercial scientist."

JUDGE MILLER

Judge Miller received the degree of Doctor of Laws. The citation read:

"Justin Miller, president of the NAB; educator, lawyer, jurist; a public servant in whom there is no guile; staunch defender of freedom of speech and all other freedoms essential to true democracy; a man whose ideals inspire our confidence in the improvement of the new but powerful means of communication called broadcasting, a word formerly used to describe the sowing of seed."

Others who received honorary degrees were Paul G. Hoffman, Studebaker Corp. president; Raymond Rubicam, advertising and publishing executive; George H. Gallup, public information statistician; Glen Griswold, publisher; Earl Newson, public relations counsel; Joseph A. Rank, British industrialist; Spyros P. Skouras, president of 20th Century-Fox Film Corp.

SARNOFF

Capsule Nuclear Energy Forecast at Boston

POWERING of broadcast equipment by tiny capsules of nuclear energy was forecast Friday by David Sarnoff, RCA president and chairman of the board and NBC chairman, who spoke at the Boston U. Founders' Day ceremonies.

Though such fascinating possibilities are not around the corner, the promises of nuclear scientists will be fulfilled if the world remains at peace and science is unfettered; capsule power may make possible wristwatch radios and pocket television sets, he predicted.

Changes are destined to come in the Atomic Age that will make the revolutions caused by steam, electricity and electronics seem simple by comparison, Mr. Sarnoff said.

Recalling that broadcasting started from an amateur station in a private garage and that the steam engine was born in a tea kettle, he said failure to appreciate the significance of inventions may retard our technical progress and threaten national security. "Failure to guard against evil use of technological developments may destroy our capacity for social progress," he continued. "We need an informed and alert public opinion to stand guard against both dangers.

"In radio and television, the electron is the new and magic force. In aviation it is jet propulsion; in medicine, it is penicillin and streptomycin. Like the original discoveries and inventions in these fields, each is a new key to further developments which will make our present-day conceptions of science seem as crude as the first feeble wireless signal, or the first short flight of the airplane."

GEN. SARNOFF

Radiorama

FOOTE, CONE & BELDING, Lucky Strike agency, presents Jack Benny (second from l) gold recordings of his first program this year in honor of 16th anniversary with NBC. With Mr. Benny are (l to r) Burt Oliver, F,C&B Hollywood office manager; Bob Ballin, agency's Hollywood v p; Don Belding, board chairman; Hilliard Marks, program producer.

CBS cocktail party at Washington's Carlton Hotel honored Elizabeth Adams (c) who began "Washington Wives" series on CBS March 6, 10:15 a.m. With her are (l) Ted Koop, network's Washington news chief, and Davidson Taylor, Columbia v p, director of public affairs.

SPORTSCASTER Red Barber (c) meets John B. McLaughlin assistant manager of Post Cereals Division of General Foods, which joins Old Gold in 1948 broadcasts of Brooklyn Dodgers games over WHN New York. Flanking are (l) R. P. Campbell, also assistant advertising manager of Post Cereals Division; W. A. Sugg, advertising manager, and (far r) Sportscaster Connie Desmond.

TWO-MEDIA MAN is Robert Howard (center), new NBC Western spot sales manager, since he will handle AM and TV. He is congratulated by James V. McConnell (l), NBC national director of spot sales, and Hal Bock, Western television manager.

STORIES COME ALIVE as puppets in the window act out the tales told by the minister on General Electric's "WRGB Farm Spotlight," TV show from Schenectady. The Rev. Walter Whitney and his story-telling sessions are a regular feature.

"HARVEY" (r) greeted Joe E. Brown (second from l), star of the play, in Nashville. The seven-foot rabbit is advertising gimmick for big buyers of radio time, Fred Harvey (l), who owns department store, Harvey's. WSM Nashville interviewer is Jud Collins.

TIME SALES UP IN '47

FCC Reports 5.6% Increase

NET TIME SALES of AM networks and stations in 1947 registered a 5.6% increase over 1946, FCC said last Thursday in a preliminary report covering 1947 broadcast revenues of the four national networks, their 10 key stations, three regional networks, and 821 stations.

The Commission offered no dollar estimates of the overall total, but if the gain was industry-wide the year's total would exceed $304,750,000 on the basis of 1946 net time sales of $288,609,264. In FCC's report, net time sales were computed after deduction of commissions, which broadcasters generally count as an expense of sale.

Net time sales for the four national networks and their 10 key stations aggregated $72,352,636 for a 3% gain over 1946, FCC said. Three regional networks indicated a 1% gain.

The 821 stations covered in the report accounted for 94% of the net time sales of all stations in 1946. The preliminary report was restricted to 1946-47 comparisons of the revenue experience of identical stations and networks "in order to achieve comparability."

It was pointed out, however, that preliminary reports from 343 new stations licensed during 1947 indicated they had an average monthly revenue of about $5,900. The total broadcast revenues of the 343 stations were $15,261,819. These stations were in operation 2,572 months during the year.

Gain in Revenues

Total broadcast revenues of the 821 "identical" stations gained about 6.6% over 1946. Their total net time sales rose 6.7%, "due mainly to a 7.6% rise in the sale of station non-network time." Sale of station time to networks was down 3.6%, while commissions to agencies, representatives and the like dropped about 9%.

Network affiliates gained 5.7% in net time sales while non-affiliates gained 13%.

By classes of station, net time sales increases were reported as follows:

Forty-one clear-channel 50-kw fulltime stations, 4.5% increase; 27 clear-channel 5-to-20 kw fulltime stations, 16.8%; 270 fulltime regionals, 5.6%; 55 regional part-time stations, 7.2%; 404 fulltime locals, 7.3%; 18 daytime and part-time locals, 20%.

Meanwhile FCC released detailed compilations breaking down the overall figures on 1946 financial operations which had been released last fall [BROADCASTING, Nov. 17, 1947].

The 1946 report showed monthly payrolls of 1,015 stations (not counting network keys) grew from a total of $7,483,715 paid to 29,571 employes in January 1946, to $11,300,760 paid to 32,548 employes in December 1946. Total 1946 payroll of these stations was $101,015,596, shown on a month-by-month basis as follows:

Month	*Employes*	*Payroll*
Jan.	29,571	$7,483,715
Feb.	29,858	7,272,676
March	30,252	7,837,558
April	30,608	7,689,526
May	30,902	8,376,486
June	31,176	8,182,350
July	31,019	8,218,248
Aug.	31,394	8,670,078
Sept.	31,472	8,212,142
Oct.	31,923	8,746,202
Nov.	32,359	9,025,855
Dec.	32,548	11,300,760

The 1946 study showed "profitability ratios" for the first time. For instance, it was figured that the average station's broadcast income (before federal income taxes) amounted to 116% of the depreciated cost of its tangible broadcast property. Among network affiliates, the average was 135%; among non-affiliates, 52%. The figures covered 1,012 stations (not including network keys) having "designated percentage relationships of income to investment."

Broadcast Expenses

Broadcast expenses of the four major and four regional networks and 1,025 AM stations aggregated $246,086,525 in 1946. (The 1945 figure for 891 stations, not counting networks, was $146,806,314.) Principal items of 1946 expense for the networks and 963 stations with time sales of $25,000 or more:

Technical	$34,499,007
Program	99,955,228
Selling	35,472,535
General, administrative	74,930,384
Total broadcast expenses	244,857,154

Original cost of tangible AM broadcast property of the networks, key stations and 1,015 other stations was reported at $107,790,819 in 1946. Depreciated cost was placed at $56,425,566. Comparable figures in 1945, covering networks, key stations and 891 other stations, were $88,101,940 (original cost) and $41,595,019 (depreciated cost). AM expansion and FM investments were credited with the 36% gain in depreciated cost figures from 1945 to 1946.

The number of "losing" stations jumped from 50 in 1945 to 112 in 1946. The total loss involved (before federal income tax) grew from $643,006 to $1,778,160. Four clear-channel stations in the 5-to-20 kw class reported losses aggregating $414,532; nine fulltime regionals had losses totaling $220,149; 20 part-time regionals reported $449,175 in losses; 76 fulltime locals had losses amounting to $666,185, and three daytime and part-time locals reported losses totaling $28,119.

Among the losing stations, 58 went on the air in 1946, 11 in 1945, and 35 prior to 1939.

As noted in the preliminary 1946 report [BROADCASTING, Nov. 17], aggregate broadcast income before federal income tax for all networks and stations totaled $83,584,288 in 1945 and dropped 8% to $76,466,246 in 1946. Total time sales were $334,078,914, a 7.6% gain over the 1945 total.

The aggregate broadcast income, before taxes, for 831 identical stations (which did not change their class, time, or status as network affiliate or non-affiliate) was $64,513,023 in 1945 and $60,998,724 in 1946, a drop of 5%.

FCC pointed out that aggregate expenses of all networks and stations in 1946 comprised 79.2% of gross revenues as compared with 75.6% in 1945. The average station's expenses in 1946 were 80% of its revenues.

TV Network Show Sold To Motorola

FIRST USE of network television by Motorola Inc. was assured last week when the Chicago radio firm purchased a weekly quarter-hour science telecast on NBC's five-station eastern hookup. Announcement was made Wednesday by I. E. Showerman, NBC vice president in charge of central division.

New series, titled *The Nature of Things*, starts April 1 on WNBT New York, WNBW Washington, WRGB Schnectady, WPTZ Philadelphia and WBAL-TV Baltimore. It will be aired Thursdays, 8:15-30 p.m. (EST).

Commitment was first sale by John McPartlin, NBC's newly-appointed national spot sales and television representative in Chicago, with the 26-week contract placed through Gourfain-Cobb Agency.

KMPC COMPLAINT

AJC Demands Revocation

A REVOCATION hearing for KMPC Los Angeles based on charges against the news policies of President G. A. (Dick) Richards was demanded in a petition filed with FCC last Thursday by the American Jewish Congress.

Mr. Richards "has deliberately ordered that the news comments on station KMPC be 'slanted' in such a manner which would stir up religious and racial hatred against the Jews," the AJC petition told FCC, which had received similar complaints a few days earlier [BROADCASTING, March 8].

The petition, signed by Stephen S. Wise, AJC president, and Will Maslow, attorney, charged that "the operation of station KMPC by the present management violates the Mayflower [no-editorializing] rule of the Commission in that the said G. A. Richards has dedicated the broadcast facilities of this station to the support of his own partisan ends, has used the facilities of the station to advocate his own causes, and has thereby violated his obligations as a station licensee to present all sides of important public questions fairly, objectively and without bias."

The station's operation "by the present management is not in the public interest, convenience and necessity," AJC declared, spelling out specific charges with relation to Mr. Richards' alleged policies.

AJC's Stand

AJC asked the Commission to order a hearing to investigate the charges, and to revoke KMPC's license if they are found to be true.

In the meantime, Americans for Democratic Action planned to sponsor a public meeting in Los Angeles on Thursday (March 18) to protest the alleged policies. Melvyn Douglas, movie actor, is state chairman of ADA.

A spokesman for James Roosevelt, California Democratic party chairman, reported that Mr. Roosevelt is "investigating the [KMPC] matter independently" and probably would file a statement with FCC this week.

Thomas Griffith, Los Angeles attorney and local head of the National Assn. for the Advancement of Colored People, reported that he was "studying" the situation.

Meanwhile, FCC refused to disclose publicly or to representatives of the Richards stations—WGAR Cleveland and WJR Detroit, as well as KMPC—the details of complaints it had received earlier. Spokesmen conceded they had been received and it was understood they consisted of copies of affidavits purportedly made by former KMPC newsmen. FCC was reported to have taken the position that the complaints would not be made public pending a decision on the course to be taken by the Commission with respect to them.

In some quarters it was thought the charges would be brought into the FCC hearings slated to start this week on Detroit and Cleveland

(*Continued on page 97*)

NETWORKING TV

Problems at NBC Meet

By BRUCE ROBERTSON

THE PROBLEMS of networking television programs from the viewpoints of both network and affiliate station were given a thorough going over Friday when representatives of some 25 video broadcasting stations either now in operation or expected to be by the end of the year gathered in the RCA Exhibition Hall in New York's Radio City at the invitation of NBC.

Most of those present were from NBC's AM affiliates, which are given first refusal in their markets for an affiliation with NBC's television network. At present the network is a hookup of five East Coast stations which carry NBC video programs under a temporary working agreement. It is expected to become a full-fledged nationwide network as soon as facilities are available.

Opening with a speech of welcome by Niles Trammell, NBC president, the morning session included a presentation of NBC's video network present plans by William S. Hedges, vice president in charge of planning and development; a demonstration of kinescope photography (films made from the tube of a monitor receiver), introduced by Noran E. Kersta, director of television operations, and a summary of the network's video plans for the future by Frank E. Mullen, NBC executive vice president.

Views on NBC Plans

Following a luncheon at the Waldorf-Astoria, the meeting reconvened in the hotel for a session at which the station men commented on the NBC proposals and offered their individual video problems for general discussion.

No details of the NBC plan were made public but it is understood that the expenses of program presentation and distribution are to be shared among the stations receiving such service on an allocation plan which will divide the cost in accordance with the population of each market.

Revenue from network advertisers will be apportioned as in AM networking on the basis of the individual station rate cards. Eventually it is anticipated that the distribution of sets and the station rates will balance off, so that the income and share-of-expense allocations for any station will approximate the same percentage of the whole.

One NBC executive said in advance of the meeting that it would not represent any attempt of the network to force any definite plan or contract on its affiliates but rather an open discussion of the various factors involved in video networking. The aim, it was explained, was to arrive at a solution that would be fair to both the stations and the network, which cannot alone bear the expense of providing program service without some help from the affiliates receiving it.

Advance list of those planning to attend the one-day meeting included: George Norton, WAVE Louisville; Clair McCollough, WDEL Wilmington; H. W. Slavick, WMC Memphis; Harold, Hough, KCPN Fort Worth; H. Wheelahan, WRTV New Orleans; E. Y. Flannigan, WTVT Toledo; A. H. Kirchhoffer, WBEN-TV Buffalo; M. L. Burbank, WJAR-TV Providence; John McCormick, NBC Cleveland; I. E. Showerman, NBC Chicago; Frank Russell, NBC Washington; Harry C. Wilder, WSYR Syracuse; Wilbur Havens, WTVR Richmond; W. C. Swartley, WBZ-TV Boston; Stanley Hubbard, KSTP-TV St. Paul; E. M. Stoer, and Harold Burke, WBAL-TV Baltimore; Robert Peare, WRGB Schenectady; Guy Myers, WOW Omaha; Ernest Loveman, WPTZ Philadelphia; Paul Morency, WTIC Hartford; R. Dunville, WLWT Cincinnati; George Burbach, KSD-TV St. Louis; Harry Bannister, WWJ-TV Detroit; Walter Evans, KYW Philadelphia; William Fay, WHAM-TV Rochester; Leonard Reinsch, WSB Atlanta; Walter Damm, WTMJ-TV Milwaukee.

VIDEO RELAYS

N. Y.-Philly Link Western Union Seeking

APPLICATIONS for two single reversible television microwave radio relays between New York and Philadelphia were filed formally with FCC last week by Western Union Telegraph Co. Links are expected to provide political convention service [BROADCASTING, Feb. 9]. Proposed charges were attached.

AT&T meanwhile filed applications for radio relay stations to comprise the Detroit-Toledo and Chicago-Milwaukee legs of its Midwest system, which would be adaptable to video networking.

Proposed charges cited by Western Union are $4,700 per month for all or part of 4 p.m. to 12 midnight period daily, with $340 per daily hour per month outside this time. Also a $25 per hour overtime rate is proposed on any period of five minutes or more.

Formal tariff would be filed following granting of consent to the system by FCC. Western Union has requested that the applications be expedited. Arrangements with Philco Corp. for equipment deliveries are slated for a June 1 completion date.

The Western Union applications request six Class 2 experimental microwave stations on 5826-6425 mc, with 15-w power. Two units each would be located in New York and Philadelphia with two connecting relay links, one three miles south of Neshanic, N. J., and the other at Mt. Laurel, 12.5 miles east of Camden. The terminal points would be located on customers' premises.

Should the Philadelphia-New York circuit prove successful Western Union said it would expand along its new radio-relay telegraph lines underway to Washington, Pittsburgh, Chicago, etc.

The AT&T applications request Class 2 experimental radio relay stations for Detroit-Toledo and Chicago-Milwaukee common carrier service. Six stations are sought which would tie in with the Bell System's general coaxial cable and radio relay expansion [BROADCASTING, Jan. 5, Feb. 16.] Specifying Western Electric equipment, stations would use 3700-4200 mc.

Locations of the newly requested links, and their ultimate points of communication, are: Detroit (Toledo); Chicago (Milwaukee); Toledo (Detroit); 1.5 miles south, southwest of Wilmot, Wis.; 0.3 mile southwest of Prospect, Wis., and 0.5 mile south of Lake Zurich, Ela Township, Lake County, Ill. (all Chicago-Milwaukee).

AT&T is expected to file television network relay tariffs for the New York-Washington coaxial cable link by April 1, to be effective May 1 [BROADCASTING, Feb. 16].

Television stories, on other pages, in this issue:

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Boston Ad, Newsmen See TV 22
Video City Further Discussed 42
TV Force for Education on Farms 46
Ronson Using Video in 7 Big Cities 50
TV Good Display Medium for Appliances 50
NBC Gets U. S. Golf Assn. Rights 66
L & M, Ford Sponsor Club Games on TV 68
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Television Joining Media for Political Campaigns 98
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New Applicants for Commercial TV Stations 101

For television personnel changes, programs, etc., see various notes departments in this issue.

Another for Video

JUST as television sets have promoted business for taverns where adults are attracted by televised sports events, so they can attract the younger set to candy and soft drink emporia, according to a report in the *New York Sun* of the experience of Charles Feldman, proprietor of a candy store in New York's lower East Side. Installation of a video receiver has filled his store with small fry in the early evening, teen-agers later on, increasing his business and also giving him the satisfaction that he is helping the city to combat juvenile delinquency by keeping 40 or 50 kids off the streets each night.

Gillette Buys TV Rights For Boxing

AN UNUSUAL DEAL was made last week when an advertiser, Gillette Safety Razor Co., Boston, bypassed the networks and bought the television rights as well as the radio rights to the boxing matches —including the Joe Louis-Jersey Joe Walcott heavyweight championship bout—directly from Mike Jacob's 20th Century Sporting Club.

Previously, the radio rights to the boxing bouts of the club were held by ABC, while the television rights were owned by NBC. Gillette bought up both sets of rights last week.

Gillette will most likely use the NBC television facilities for the telecasts of the fights, an official of Gillette Co. told BROADCASTING last Thursday. The television rights contract for Gillette goes into effect on June 1.

As for the radio rights to the broadcasts, ABC's contract runs out Aug. 27. It was assumed that the advertiser's radio rights to the fights becomes effective immediately after that. No decision has yet been made as to whether the broadcasts would be continued on ABC when Gillette takes over the rights. Both radio and television contracts are for one year. Price of the television rights for the Louis-Walcott fight from Yankee Stadium on June 23 is said to be in the neighborhood of $100,000, which figure the advertiser would neither confirm nor deny. Maxon Inc., New York, is the advertising agency for the Gillette Co.

Take a full measure of the finest in radio entertainment—News—music—drama—sports—quiz shows—top personalities and outstanding public service and you've got WAGA—
"Where Advertisers Get Action!"

and Television Too!

Through the years WAGA produced programs have proved themselves — Hooper-wise — in audience response—in advertising results. It isn't surprising that WAGA gets Georgia's first TELEVISION grant. Now, come next kick-off time, WAGA will be bringing the best in TELEVISION, too!

Meantime, WAGA advertisers will go right on reaching 113 Georgia counties where 64% of Georgia's radio homes and 61% of its buying power are concentrated. They're getting results.

WAGA—First in service—First in locally produced programs, Hooper-wise—First as an advertising buy—First to get FCC "go ahead" for TV in Georgia—

Let Avery-Knodel give you the details.

FORT INDUSTRY STATION

ATLANTA'S WAGA 5000 WATTS • 590 KILOCYCLES

National Representatives — AVERY-KNODEL
NEW YORK • CHICAGO • LOS ANGELES
SAN FRANCISCO • ATLANTA

CAB MEETING

AMERICAN AND CANADIAN broadcasters and agency executives at CAB meeting (l to r): Harold Moon, BMI Canada Ltd., Toronto; Frank Squires, CJCS Stratford; Pierre Weis, Lang-Worth Program Service, New York; Norm Knight, MBS New York; Bob Burton, BMI, New York; S. D. Gregory, Campbell Soup Co. Camden, N. J.; Bernard Musnick, WLW Cincinnati; Helen Thomas, Street & Finney, New York; Frank Elphicke, CKWX Vancouver; C. C. Slaybaugh, Morse International; New York; Kelly Smith, CBS New York; and Wis McQuillin, Cockfield Brown & Co., Toronto.

By JAMES MONTAGNES

CANADIAN BROADCASTERS unanimously approved new fee schedule based on gross station revenue, continuance of the campaign for freedom of speech on air and stand for an independent licensing body responsible only to Parliament at 14th annual convention at Quebec March 8 to 11.

Left to incoming board are new problems of dollar volume discount, underwriting cost of new research on family and personal listening habits, finding successors to retiring Manager Harry Dawson and Broadcast Sales Director Doug Scott.

New board of directors elected were: Harry Sedgwick, CFRB Toronto; George Chandler, CJOR Vancouver; G. R. A. Rice, CFRN Edmonton; A. A. Murphy, CFQC Saskatoon; Bill Guild, CJOC Lethbridge; Ken Soble, CHML Hamilton; Ralph Snelgrove, CFOS Owensound; Phil Lalonde, CKAC Montreal; Paul Lepage, CKCV Quebec; Malcolm Neill, CFNB Fredericton; Fred Lynds, CKCW Moncton.

Wednesday morning closed business session was devoted to report on music situation in Canada and the U. S. by Jack Slatter, Radio Representatives Ltd., Toronto, who gave latest developments on the Petrillo situation which applies also in Canada. The meeting adopted resolutions for further study by the new board of the new dollar volume discount plan, voted to continue principle of giving 12 months' protection to advertisers on station rate changes and voted further study by new board of plans to eliminate artificial audience stimulation by giveaways.

Discussion on principle continuing last year's public relations campaign for independent licensing body resulted in unanimous vote for the new board to appoint a planning committee on development of this year's campaign in case the Parliamentary Radio Committee sits again this summer at Ottawa.

Close to 350 Canadian and American broadcasting industry executives gathered at the Chateau Frontenac, Quebec, for the CAB's 14th annual convention. It was the largest annual meeting on record.

In opening the convention, Mr. Sedgwick welcomed delegates and visitors, but unlike other years did not review the CAB operations of the past year. Session started off with detailed report by retiring the CAB director of broadcast advertising, Doug Scott, who pointed out that CAB should start at once an advertising campaign in business papers and on member radio stations to promote radio broadcasting as an advertising medium.

He reported that Canadian government departments are a potential source of advertising, but that radio must do considerable missionary work to develop this government advertising for the medium. He told of the usefulness of NAB promotion material to Canadian broadcasting, and that the NAB tie-up should be continued by his successor as it has been found highly valuable for CAB members.

Promotion Report

Mr. Scott reported on promotion done for radio during the year at annual meetings of the Canadian Retail Federation and Assn. of Canadian Advertisers. He felt that needs of large advertisers should first be carefully studied before CAB or individual stations presented programs, especially to potential large advertisers, who have not yet used radio.

Mr. Scott felt that CAB should increase the staff of its broadcast advertising department to give better service to members. More time would be available to call on advertisers by having a full time staff to do the inside organizational work, he said, in addition to the sales staff.

Bert Cairns, CFAC Calgary and president of Western Assn. of Broadcasters, reported that the WAB was opposed to artificial stimulation of audiences through give-aways. Motion for CAB to act on this was brought forward by the WAB.

Price mention regulations in Canada might be changed in the near future, Harry Sedgwick reported. He stated that he was encouraged to believe that price mention regulations of the Canadian Broadcasting Corporation might be changed at the forthcoming CBC board meeting, March 19 Ottawa, when CAB will present its case for changing the regulations. They currently forbid the mention of prices in commercials on Canadian stations.

Second half of opening meeting was turned over to the Bureau of Broadcast Measurement. Slide presentation was made by Horace Stovin, H. N. Stovin & Co., station representative, Toronto, on value of BBM reports for stations and advertisers. Hugh Feltis, Broadcast Measurement Bureau, New York, paid tribute to Canadian stations for starting the operation and pointed out that BMB had benefited by the pilot survey of BBM in Canada. He told Canadian broadcasters and agency executives that BMB is to undertake a study of FM and TV audiences and will extend BMB operations to Alaska, Puerto Rico and Hawaiian stations.

John Churchill, BMB New York gave Canadians a view of some research being done now in the U. S. on cutting costs of gathering data on plans to obtain a survey on a

(*Continued on page 92*)

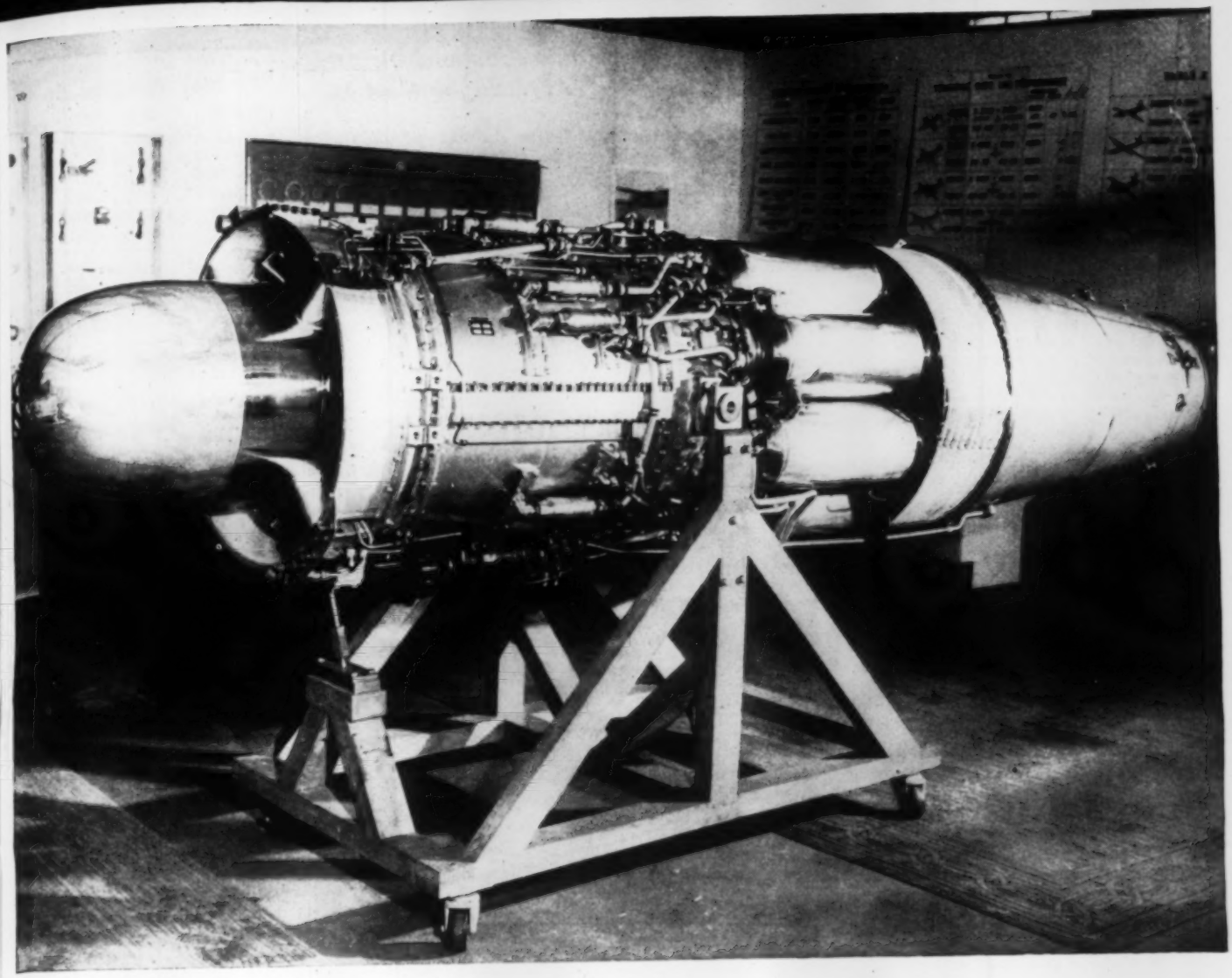
ELECTIONS

Lalonde, Rice, Allard Named by Board

AT THEIR first meeting following the annual convention, the directors of the CAB met for the election of officers and elected as president Phil Lalonde, CKAC Montreal, and as chairman of the board, G. R. A. Rice of CFRN Edmonton. Both have been members of the CAB virtually since its foundation; both have been directors for many years, and Mr. Rice, who succeeds Harry Sedgwick, CFRB Toronto, as chairman of the board, was for the past year the president of the association. Replacing Harry S. Dawson, who recently resigned as general manager, the directors have named T. (Jim) Allard, well known in Canada broadcasting.

Mr. Allard was born in Sault Ste. Marie, Ont., spent most of his early years including all his schooling in Western Canada. He started in radio with CJCA Edmonton in 1935 and remained there to 1944 when he was chosen to head up the newly formed radio bureau in Ottawa. In November 1946 he was appointed as director of public service of the CAB and has since that time acted in a dual capacity, making his headquarters in Ottawa. It is understood that for the time being at least, Mr. Allard will continue to live in and work from Ottawa and will give general supervision to the activities of the radio bureau while devoting most of his time to his new responsibilities. The secretarial and general office of the CAB will be maintained in Toronto as heretofore.

GROUP of Canadian broadcasters at Quebec sessions. Seated (l to r): Harry Sedgwick, CFRB Toronto; Gordon Henry, CJCA Edmonton; Ralph Hackbussch, Stromberg-Carlson, Toronto; Joseph Sedgwick, CAB counsel, Toronto; Malcolm Neill, CFNB Fredericton; George Chandler, CJOR Vancouver. Standing (l to r): Dick Rice, CFRN Edmonton; A. Gauthier, CHLT Sherbrooke, Que.; Ralph Snelgrove, CFOS Owen Sound; Harry Dawson, retiring CAB manager-engineer, Toronto.



Spelled J-E-T

We don't know about you, but we've always wondered just what a jet job looked like. There it is.

It seems that GE has developed a "streamlined, axial flow jet power plant" for civilian and military aircraft. It's light. And it's more powerful at high speeds than any reciprocating engine in current use.

Sounds just like a W-I-T-H story. Down here in this big and diversified Baltimore market, it is the streamlined programming of W-I-T-H that has developed more sales power than some of the heavyweight letters. Modern science has pretty well established that you don't have to be a top-heavy, cumbersome thing to be BIG and fast on the uptake.

Smart advertisers have known this a long time in Baltimore radio. They've been buying W-I-T-H . . . that's the successful independent that delivers more listeners-per-dollar-spent than any other station in town.

W·I·T·H

AM and FM

Baltimore 3, Md.

Tom Tinsley, *President* • *Represented by* Headley-Reed

Operating Rule Changes Asked in TBA Petition

CHANGE in minimum-hour operating rules for television has been asked by TBA in a petition to FCC.

TBA would make Sec. 3.66 (a) read that each licensed TV outlet must maintain a regular program schedule of not less than two hours daily in a five-broadcast day week with not less than 12 hours weekly total during the first 18 months. Also not less than 16, 20 and 24 hours total weekly, respectively, for each successive six months of the license period and not less than 28 hours service weekly for all license periods over the first 36 months. Reasons cited: Past waivers of rule by FCC, developmental nature of art.

WBNB(FM) Beloit, Wis., has extended its daily schedule from six to 12 hours.

CONCLAVE

Radio Problems Discussed At Michigan Meeting

ROBERT SAUDEK, vice president and public affairs director of ABC, told more than 200 state and national radio, education and community leaders at the Third Annual Michigan Radio Conference at Michigan State College March 5 that American broadcasters' "right to editorialize is almost a duty."

Mr. Saudek gave his views on the issue now confronting the FCC during a luncheon address, "Radio Looks at the Problem." Editorializing in the public interest, he said, was part of the privilege of station ownership, and it is the station's duty to fight against illegalities and frauds, or for programs promoting the community welfare. The ABC executive said that radio must be classified with the other media of mass communication in this respect, and if the other side of the question can be aired through other means, the radio station should not be required to present both sides of all controversial issues.

In reference to political broadcasting, two members of the executive panel opposed the FCC's interpretation in the recent Port Huron decision. Edwin K. Wheeler, assistant manager of WWJ Detroit, charged that the ruling prohibiting station owners from censoring political scripts went far beyond the constituted authority of the governmental body. James Mahoney, MBS executive, maintained that the ruling's only result was to cloud completely the highly controversial matter of radio and poiltical broadcasts.

The conference was directed by Joseph Callaway, Michigan State College professor in charge of radio. The keynote address of the morning session, "Education Looks at the Problem," was delivered by Prof. Kenneth Bartlett, chairman of the radio department, Syracuse U.

Not Washed Up

WZIP Covington, Ky. was highly successful in its promotion of a brand name in a local campaign. The local Maytag Washer dealer, William H. Hagedorn, wanted to find the oldest Maytag Washer still in use, to be used for display purposes at county fairs, food shows and other displays. His search was conducted by Jim Macke, WZIP disc m.c. When the contest ended, the winner was Mrs. Herbert Day, who had used her machine 29 years. Maytag got the 29-year old washer, and Mrs. Day got a brand new one.

WSIX sells the goods

Words can paint a picture to make your mouth water—or to make kids rush for bread 'n jelly. That's the small beginning of big sales figures and that's why the leading bakeries, and distributors of bakery goods in the Nashville area have used WSIX's power to sell the goods for so many years. One major baker has been a consistent advertiser with programs and spots for over 10 years; another for almost 6 years. Dozens of other national, regional and local companies have learned to count on WSIX, year after year, for sales in Nashville's 51-county retail trade area. For more facts about the help WSIX can give in selling your goods, call your nearest Katz Agency representative!

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Coming Soon!
WSIX—FM
5000 WATTS • 980 KC
AMERICAN

Represented Nationally by THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy

BOSTON AD, NEWSMEN SEE TV PRESENTATION

YANKEE NETWORK television clinic in Boston closed March 5 with presentation of a program from WCBS-TV New York before more than 400 Boston advertising and newsmen at Boston's Hotel Somerset. Program was microwaved from New York to Boston terminal and relayed from the terminal to the Somerset roof.

For the demonstration General Electric set up in the hotel four 10-inch screens and one 18 by 24-inch screen. Tubes used in the 10-inch screens were GE's new Daylux aluminum-backed tubes.

Included in presentation were Sign-on program prevues, weather forecast, a film ("Take Your Pick"), a musical interlude, a time signal and the Tournament of Champions Eastern Golden Gloves boxing bouts originating at Madison Square Garden, New York. Linus Travers, executive vice president and general manager of Yankee, spoke preceding the demonstration.

FCC Meetings

REGULAR weekly meeting of FCC commissioners to act on broadcast and other matters has been moved from Thursday to Wednesday, the Commission reported last Monday. The change became effective March 10. The Wednesday meetings will be subject to occasional precedence by higher priority matters, FCC stated.

Oh Say! Can You See "AIR PERSONALITY" IN THESE FACES?

These Are The Men Who SELL Through WOW Mikes:

Lyle DeMoss
Program Manager

★ *Ray Olson*
Production Manager

Merrill Workhoven
Chief Announcer

Ray Clark
Chief Newscaster

Russ Baker
TV Production Manager

Gene Edward
Asst. Production Chief

Tom Chase
Transcription Manager

Mal Hansen
Farm Director

Bill McBride
Announcer

Tip Saggau
Sports Director

Thomson Holtz
Announcer

★3 TIMES WINNER of the DAVIS AWARD

Your JOHN BLAIR MAN *Will Arrange for These Men To* SELL *for* YOU!

25th ANNIVERSARY
1923-1948

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC · NBC · 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

JOHN BLAIR & CO., REPRESENTATIVES ★ JOHN J. GILLIN, JR., PRES. & GEN'L MGR.

Prompts Action

WHLI HEMPSTEAD, N. Y., and its sister FM station, WHNY, are claiming credit for the introduction in the New York State Legislature of a bill proposing the establishment of a commission to study transit problems in Nassau County.

Clifford Evans, vice president of the stations, declared that the legislature was prodded into the move by three WHLI programs titled *Operation Snafu*, which dramatized the Long Island Railroad's operational difficulties during and after New York's big snow last December. The programs stressed the need for a transit commission which could foresee and help solve such problems.

NBC WORKSHOP

300 Attendance Seen For Chicago Meet

SECOND of three NBC Workshop meetings will begin today (March 15) at the Drake Hotel, Chicago, with about 300 representatives of the network's affiliates expected to attend.

Sessions on programming, promotion, publicity and engineering are scheduled. One day will be devoted to programming, one to promotion and one to publicity and engineering. Closed sessions for affiliates and afternoon meetings devoted solely to discussion and questions with network personnel will be included.

Schedule calls for following speakers: March 15 (programming)—Arthur Jacobson, production manager of NBC Central Division, chairman; Thomas McCray, NBC national program manager; Miss Judith Waller, director of public affairs and education for Central Division; Sheldon B. Hickox Jr., NBC manager of station relations; William Ray, news and special events manager of Central Division, and Noran Kersta, NBC director of television operations.

March 16 (promotion and advertising)—James Nelson, NBC director of advertising and promotion, and Jacob Evans, NBC manager of audience promotion.

March 17 (publicity)—Jack Ryan, press manager of Central Division; Sydney Eiges, NBC vice president in charge of press, and Richard Hooper, NBC manager of television exploitation; (engineering)—George McElrath, NBC director of engineering operations; R. E. Shelby, NBC director of television engineering operations, and Lou Hathaway and Roland Lynn, members of network's engineering department. Howard Luttgens, chief engineer of Central Division, will serve as panel chairman.

The third NBC Workshop meeting is scheduled May 12, 13, 14 in Hollywood. First meeting was held last month in New York.

NAB Suggests Paid Time For Trade Groups' Use

USE of radio at card rates has been proposed to the Washington State Fruit Commission by the NAB Small Market Stations Division, which NAB claims has solicited free time for 100-word commercial announcements while spending large sums in other media.

Writing to the Commission, J. Allen Brown, NAB division head, suggested that efficient use of broadcast advertising would more than justify cost of the time. The Commission's announcements were marked for the attention of station news editors. The continuity promotes a cash prize contest and is written in commercial vein.

Mr. Brown sent similar letters to the National Assn. of Margarine Manufacturers, which is conducting a legislative drive, and the Petroleum Industry for projects involving commercial angles. NAB explains that it is not attempting to stop donation of time for the noncommercial fuel-saving drive.

Eric Choyce

ERIC CHOYCE, 54, account executive of Young & Rubicam Ltd., Toronto, died at his home at Toronto on March 2. Before joining Young & Rubicam last year he was a director and account executive of Cockfield Brown & Co., Toronto. He joined latter company in 1929 at Montreal, was manager of agency's London, England, office in 1937 and 1938, and returned in 1939 to the Toronto office. He is survived by his widow, Anna Choyce, and a brother, Leslie Choyce, formerly manager of CJCH Halifax.

LONG DISTANCE VIDEO

Set in Maryland Gets Shows 110 Miles Away

THERE WERE plenty of skeptics when Edward M. Betts, a radio serviceman, installed a television receiver at Salisbury, Md. which is 80 miles from Baltimore and Washington and 110 miles from Philadelphia, nearest cities with video stations.

But now Mr. Betts has the last laugh for he's been getting pictures ever since the first night he turned on the set. Among the stations he has been watching are WNBW and WTTG in Washington, WMAR Baltimore and WFIL-TV Philadelphia.

Mr. Betts started out with an 80-foot antenna but discovered it wasn't necessary as his rooftop aerial pulls in the pictures also. He does have a "booster" on his receiver which amplifies the signal.

Thousands of WIBW listeners can make this statement, because scenes like this are common throughout Kansas and adjoining states. We're reproducing it to bring out the fact that these *First Families of Agriculture* have a mighty healthy income *in addition* to bumper wheat crops.

Another thing these farm families have in common is their long-established loyalty to WIBW . . . their immediate action upon our buying recommendations. Ask any WIBW advertiser! He'll tell you that WIBW is the fastest, most economical way to get RESULTS in this rich farm market. You'll find it true, too!

Serving the First Families of Agriculture

WIBW Topeka KANSAS WIBW-FM CBS

BEN LUDY Gen. Mgr. WIBW-KCKN

Rep.: CAPPER PUBLICATIONS, Inc.

Three Beauties of the Deep South

1. STANTON HALL at Natchez, Miss. A famed plantation home of the Deep South.

2. ARMSTRONG TIRE PLANT at Natchez. Another new, progressive Southern Industry—another reason why this area is ahead of national average in increased income, increased buying power, and general prosperity.

3. WWL's COVERAGE OF THE DEEP SOUTH

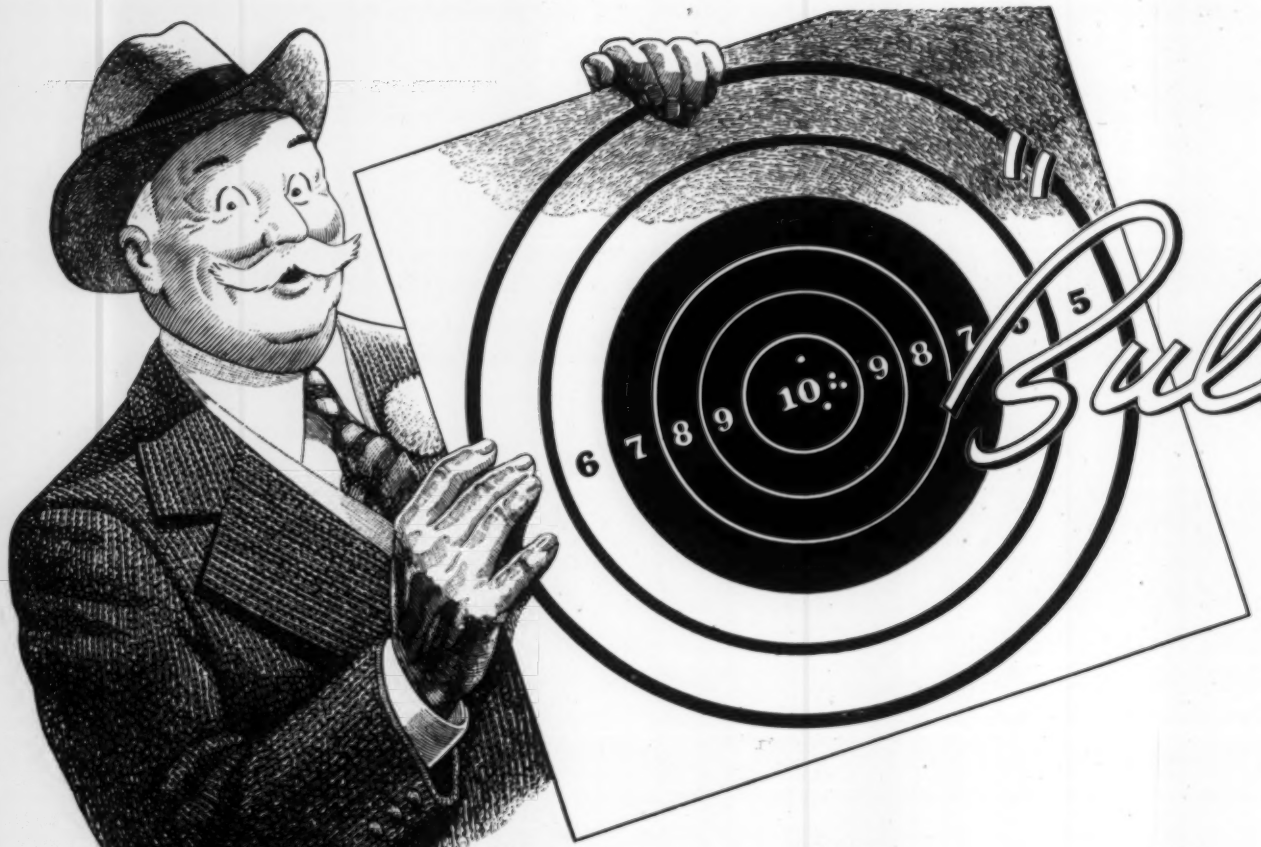
50,000 watts—high-power, low-cost dominance of this new-rich market.

The Greatest SELLING Power in the South's Greatest City

WWL PRIMARY NIGHT-TIME COVERAGE
2,000,000 RADIO HOMES

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 WATTS - CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.



Albuquerque	KOB	NBC
Beaumont	KFDM	ABC
Boise	KDSH	CBS
Buffalo	WGR	CBS
Charleston, S. C.	WCSC	CBS
Columbia, S. C.	WIS	NBC
Corpus Christi	KRIS	NBC
Davenport	WOC	NBC
Des Moines	WHO	NBC
Denver	KVOD	ABC
Duluth	WDSM	ABC
Fargo	WDAY	NBC
Ft. Worth-Dallas	WBAP	ABC-NBC
Honolulu-Hilo	KGMB-KHBC	CBS
Houston	KXYZ	ABC
Indianapolis	WISH	ABC
Kansas City	KMBC-KFRM	CBS
Louisville	WAVE	NBC
Milwaukee	WMAW	IND
Minneapolis-St. Paul	WTCN	ABC
New York	WMCA	IND
Norfolk	WGH	ABC
Omaha	KFAB	CBS
Peoria-Tuscola	WMBD-WDZ	CBS
Portland, Ore.	KEX	ABC
Raleigh	WPTF	NBC
Roanoke	WDBJ	CBS
San Diego	KSDJ	CBS
St. Louis	KSD	NBC
Seattle	KIRO	CBS
Syracuse	WFBL	CBS
Terre Haute	WTHI	ABC

Television

St. Louis	KSD-TV	

's-Eye Radio"

's EFFICIENT

RADIO

How many advertisers allot exactly one salesman to every market in the nation—regardless of the importance of the market, the number of prospects to be covered, the intensity of competition, etc.?

National spot radio is *more efficient radio* because it permits you to hit every market you want, exactly the way it *deserves* to be hit — to use *every* station in any given areas, if that's indicated, or to *skip* those areas entirely if you do not think they're worth your cultivation.

Free & Peters, pioneer station representatives, sell *more efficient* radio in the markets at the left. We *know* those markets. If you sell merchandise in any of them, we believe we can give you some profitable ideas for Bull's-Eye Radio—even if you are now sponsoring the biggest network program on the air.

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since May, 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

Wm. Brooks Writes On Handling News

RADIO NEWS WRITING by William F. Brooks; McGraw-Hill, New York. 200 pp., $2.75.

FIRST-HAND material based on actual experience forms the backbone of William F. Brooks' *Radio News Writing*. Mr. Brooks, NBC vice president in charge of news and international relations, has written a practical guide to the right way of handling various types of news broadcasts.

Following the introduction, which is a brief history of radio and news and special events broadcasting in particular, the first chapter deals with the question, "Who Originates News Programs?" Mr. Brooks takes up the problems of sponsoring, news policy, sources, and types of coverage—foreign, Washington, coast-to-coast, New York and local. He also discusses the set-up of the station news bureaus and cites examples of outstanding news coverage by radio.

"Types of Radio News" summarizes the eight general categories of news broadcasts: straight reports, roundups, commentary or analysis, specialized commentary or analysis, features, on-the-spot pickups, women's news, sports. Later chapters are devoted to these categories in more detail.

Mr. Brooks also covers the job of the news editor with a station or network. The chapter on "Television News" discusses "a rough breakdown into two categories (of television news): A straight recital of the news or news opinion, aided by charts, maps, or still pictures; and the transmission of the news event as it happens, allowing the picture to tell its own story."

The last section of the book contains samples of outstanding commentary scripts and eyewitness accounts, from the files of the four networks.

En Route

WOR New York is laying claim to "the first complete 15-minute news broadcast from a mobile studio en route to cover a local news story." The broadcast, "News on the Human Side" with Lyle Van, was made from a vehicle housing WOEP, FM shortwave affiliate of WOR. The "mobile studio" was bound for Washington Square's "Genius Row," whose residents are protesting a move to demolish some of the buildings there. The show was fed from the mobile transmitter to WOR and its FM affiliate, WBAM.

Georgia Institute Speakers Selected

Miller and Reinsch Will Address Annual Session April 6-7

JUSTIN MILLER, NAB president, and J. Leonard Reinsch, general manager of Cox Radio Stations as well as radio advisor to President Truman, head the list of notables scheduled to address the third

Mr. Reinsch Mr. Miller

annual Georgia Radio Institute April 6-7 at the U. of Georgia Henry W. Grady School of Journalism. Institute Chairman Marcus Bartlett, WSB Atlanta program director, announced their acceptances.

The Institute, sponsored jointly by the Georgia Assn. of Broadcasters and the Grady School, will bring together radio experts and students interested in radio as a profession for a discussion of the problems and prospects of the broadcasting industry.

The Grady School announced at the same time that two vacancies on the advisory board for the George Foster Peabody Radio Awards have been filled by Paul

Mr. Porter Mr. Crosby

Porter, former FCC chairman, and John Crosby, syndicated radio columnist for the New York *Herald Tribune*.

The next meeting of the board will be held March 22 at the Hotel Commodore, New York, to select the 1947 winners. The winners will be announced and awards presented at a luncheon meeting of the New York City Radio Executives Club in April.

WESTERN regional audience participation format heard on ABC stations and known as "What's Doin' Ladies" has changed its name to "Surprise Package." Program's new format stresses informal audience participation.

40,000 DIMES FROM WJBK LISTENERS

When listeners prove their responsiveness by sending in $4,000 (in a two-week period, for the March of Dimes) it indicates folks are paying attention, listening alertly . . . that the station making such a record wields influence and has prestige with a king-size audience. Advertisers can see in such responsiveness a certain proof of advertising results.

THE NEW WJBK

DETROIT'S MOST PROGRESSIVE STATION

ALL WJBK PROGRAMS BROADCAST SIMULTANEOUSLY ON WJBK—FM 93.1 mc.

BEST PROGRAM BUY OF THE MONTH

"SQUARE BLOCK, JUNIOR"
MONDAYS THROUGH FRIDAYS, 8 TO 9 P. M.

A DISC-JOCKEY PROGRAM SOLD ON A PARTICIPATION BASIS.

Sure--a lot of listeners prefer their music swing-y and fast, but research by our program department shows just as many people prefer the sweet and slow . . . and that's why SQUARE BLOCK, JUNIOR serves them Wayne King-ish music on platters. Comments by Square Block, Junior are strictly straight and square.

You can't cover California's Bonanza Beeline without on-the-spot radio

How good a market is this part of California and Nevada? The answer is: people in the Bonanza Beeline annually spend more on retail purchases than *all San Franciscans and Seattleites combined.*

But these prosperous people live in a land ringed by high mountains—natural barriers that hinder outside radio signals. So to reach Beeliners, tell your story on the five BEELINE stations—the stations *in* the market.

With all five, you blanket this whole 2 Billion Dollar market. Individually, they give you top local coverage. For instance, take Sacramento, the nation's most popular test market. In a recent Hooper Survey, KFBK Sacramento *led all competition* with an audience share of 23.9 for total rated time periods. Ask Raymer for the full Beeline story.

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • RAUCH KATZNER CO., National Representatives

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
5000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 940 kc.

WSM

Appliances?

In ten years the electrified farms in the WSM region have increased 794%. That's a market. But whose market is it?

It's a market for appliances, for home and farm — appliances which, in addition to their own trademarks, bear an invisible label — the stamp of approval our listeners automatically attach to products advertised over WSM. Our 7½ million have come to accept as gospel the statements that ride our 50,000 watt, clear-channel signal.

This confidence is the force that opens the gates to this market for our sponsors.

HARRY STONE, Gen. Mgr., IRVING WAUGH, Commercial Mgr. • EDWARD PETRY & CO., Nat'l Representatives

50,000 WATTS • CLEAR CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

WSM

NASHVILLE

KRKL, Seattle Suburban Station, Gets Underway

A SEATTLE suburban station, K R K L Kirkland, Wash., was launched Feb. 25 as a 250-w daytimer on 1050 kc. Dedicatory program featured a luncheon for more than 200 business men, with talks by mayors of surrounding towns and state and school officials.

The station, licensed to East Side Broadcasting Co., reports that it started with 40% of all time sold. F. L. Thornhill is manager.

KRKL is using Cole and Capitol transcription services and AP news service.

THE TEXTILE TRIBUNE, Spartanburg, S. C., is now publishing complete weekly radio log for both local stations, WSPA and WORD, "as public service, asking no charge from the . . . stations."

BANK FINDS RADIO DOES JOB

Results of Denver Institution's Use of Medium

—Called 'Intangible' But 'Cumulative'—

THE ADVERTISING EXPERIENCE of a Denver bank should give rise to rejoicing in the industry, for this institution in a field renowned for its prudent and conservative practices has endorsed radio advertising as a sound investment.

The United States National Bank of Denver last month concluded its first year's use of radio as a major advertising medium, and James S. Holme, public relations officer of the bank, outlined its experiences in the February 1948 issue of the *Financial Public Relations Association Bulletin*.

Limiting the outlay for radio in its "rather modest advertising budget" to one-third, the bank selected a 15-minute packaged musical show featuring musical comedy selections on Monday nights, quartet and choir music on Wednesday nights and dance music on Friday nights. Later, over KFEL Denver, the bank presented a packaged choral program, *Wings of Song*, produced by Emile Cote and his serenaders with Warren Sweeney as narrator. This series, presented Monday, Wednesday and Friday nights, consisted of 52 15-minute programs, with two breaks for commercials. Last fall a recorded show, *Leahy of Notre Dame*, transcribed by Coach Leahy and Sportscaster Harry Wismer, was substituted in the Friday night spot.

"Actual results from our advertising," Mr. Holme wrote in *The Bulletin*, "have been rather difficult to prove, but the chief evidence of some success has been observed by our installment loan department. When they have made informal checks on new business coming into the department they have reported that radio has brought more loan inquiries than any other advertising medium, although 'word-of-month' and referrals by friends are still our best sources of new customers.

"I feel personally that radio is an indispensable part of a bank's advertising budget, but that its results are very intangible and cannot be 'proved' conclusively in our type of business, as they can in promoting three-dimensional merchandise.

"Further, I believe that radio's results are cumulative, over a period of months or even years, and no venture into this advertising medium should be made unless the advertiser is prepared to stay with it for at least six months to a year.

"I do not believe it is fair to expect the immediate profits on installment loans, for example, directly traceable to radio advertising, to pay for the radio program. I say this because every customer who may come in for a loan because he 'heard your commercial last night' also becomes a potential customer for other bank services, and, in addition, may send his friends in to do business in your bank."

Central New England
Responds to WTAG
With Retail Purchases
Over 100 local advertisers testify to WTAG's continuous pulling power throughout the entire Central New England market. They'll tell you that WTAG's half-million audience responds with buying action.
• In retail purchases, they buy 21.9% more than the nation's average.
• They have an effective buying income of $4125 per family.
• In fact, retail sales continued to rise by 11% in 1947, after a phenomenal increase in 1946.
• Average industrial wages have reached $54.69 per week.
• Building permit valuations and food sales made pronounced gains in 1947 over comparable periods in 1946.
• Bank debits rose 9.7% above 1946.
• All of these signs of Central New England's stable and current prosperity are fortified by over 600 diversified industries that produce over 100,000 separate products.
Population 201,500
Trading Area 497,300
Retail Sales 450,131,000
WTAG
WORCESTER
580 KC 5000 Watts
BASIC CBS
PAUL H. RAYMER CO. National Sales Representatives
Affiliated with the Worcester Telegram — Gazette

WTMJ Files $10,000 Suit Against WMAW Licensee

WTMJ Milwaukee (Journal Co.) has filed a $10,000 and profits-from-program suit against Jack Bundy and the Midwest Broadcasting Co., which expects to put WMAW Milwaukee on air this month. WMAW plans to present programs by Mr. Bundy and his band, using the name "Heinie and His Grenadiers." WMAW says WTMJ's complaint is based on a charge that Mr. Bundy while with WTMJ (1932-1944) signed a contract agreeing never to use the name on any other Milwaukee station.

Mr. Bundy, according to WMAW, states that the contract he signed stipulated only that names "Heinie" or "The Grenadiers" should not be used over any station within a 100-mile radius of Milwaukee for 6 days after he left the employ of WTMJ. Date for preliminary hearing on case has not been set.

WJR Detroit received two public service awards in one week from Veterans of Foreign Wars. First award was Distinguished Service Plaque from Michigan department of VFW for station's "exceptional promotion of patriotism and national defense and willing cooperation." Second award was Distinguished Service Certificate from VFW national headquarters in Washington for WJR's outstanding contribution to Americanism.

TIME BUYERS ARE PEOPLE, TOO!

DRAWN BY BASIL WOLVERTON

RAY R. MORGAN

President
Raymond R. Morgan Co.
Hollywood

You're a fabulous fellow, Ray Morgan, and we'd like to doff one of those eight-gallon hats you're so fond of wearing to you. We read somewhere, Mr. Morgan, that you are an exponent of the "lagniappe" principle in advertising. The word "lagniappe", our dictionary tells us, orginated with the Creole tradesmen of Louisiana, and means something "extra" with each purchase. KGW subscribes to that principle, too. For instance, although Oregon has had a 39.2 per cent gain in population since 1940 — second largest in the nation — KGW advertising rates are still in line with prewar figures. Thus KGW gives extra listeners with each purchase of station time. KGW offers advertisers many other plus values too numerous to mention here. Come to think of it, this ad is a lagniappe for you, isn't it, Mr. Morgan?

KGW
PORTLAND, OREGON
AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

IRE AWARDS

Horle, Seeley, Huggins Get Top Honors

LIST of awards to be given by the Institute of Radio Engineers at its annual convention March 22-25 in New York has been announced. They will be presented at the IRE banquet March 23, which is to have FCC Chairman Wayne Coy as speaker. The awards and their recipients are:

The Medal of Honor to L. C. F. Horle, chief engineer, Radio Manufacturers Assn., Engineering Division, "for his contribution to the radio industry in standardization work both in peace and war, particularly in the field of electron tubes, and for his guidance of a multiplicity of technical committees into effective action."

The Morris Liebmann Memorial Prize to S. W. Seeley, head of RCA Industry Services Division, "for his development of ingenious circuits related to frequency modulation."

The Browder J. Thompson Memorial Award to W. H. Huggins, civilian engineer, U. S. Air Force Air Material Command, "for his paper on 'broadband noncontracting short circuits for coaxial lines.'"

Fellow Awards will go to:

M. W. Baldwin, Bell Labs., "for his fundamental investigations of the quality of television pictures"; L. H. Bedford, English engineer, "for his development of special circuits, in particular those used for scanning purposes, in television"; H. S. Black, Bell Labs., "for his work on the negative-feedback amplifier and for his application of pulse techniques to radio communication systems"; R. M. Bowie, Sylvania Electric Products, "for his contributions in the fields of microwave techniques, spectroscopic methods and standards, and for his development of means to avoid the effect of ion bombardment on cathode-ray-tube screens."

D. E. Chambers, General Electric Co., "for the outstanding leadership he has provided in the translation of research to engineering in one of the country's large industrial laboratories"; J. B. Coleman, RCA Victor, "for his contributions through development, design, and technical direction of work in the field of radio transmitters"; A. Earl Cullum Jr., consultant, "for his contribution to the wartime radio-countermeasures program."

R. B. Dome, GE, "for his many technical contributions to the profession and for his accomplishments in the training of young engineers"; B. J. Ellefson, Sylvania, "for his contributions to cathode-ray tube development, proximity-fuze tube design, and wartime electronic research"; J. J. Farrell, GE, "for his contributions to the design of radio and radar transmitters and for his leadership in the establishing of industry standards"; H. C. Forbes, Colonial Radio Co., "for his contributions as an engineer and executive in the field of home and automobile broadcast receivers and military radio equipment."

E. W. Herold, RCA Labs., "for his contributions to theory and design in the field of vacuum tubes"; William R. Hewlitt, Hewlitt-Packard Co., "for his initiative in the development of special radio measuring techniques"; J. A. Hutcheson, Westinghouse Electric Corp., "for his contributions and technical direction of work in radio research"; J. E. Keto, USAF, "for his contributions to the development of electronic equipment for military purposes"; N. E. Lindenblad, RCA, "for his many contributions to the theory and design of transmitting antennas and related equipment."

Knox McIlwain, Hazeltine Electronics Corp., "for his contribution to the technical literature of radio and his activity in the field of radio aids to navigation"; D. W. R. McKinley, Canadian National Research Council, "for his contributions to the development in Canada of radio aids to air navigation"; L. E. Meacham, Bell Labs., "for his contributions in the fields of radar range measurement and pulse code modulation"; David Packard, Hewlett-Packard, "for his initiative in the development of special radio testing and measuring techniques"; J. R. Pierce, "for his many contributions to the theory and design of vacuum tubes."

Albert Rose, RCA, "for his contributions in the field of television camera tubes and associated equipment"; Arne Schleimann-Jensen, A. B. Svenska Elektronror, Stockholm, "for his contributions as an engineer and executive in the electron-tube industry in Sweden under adverse war conditions"; R. I. Shelby, NBC, "for his many contributions to sound and television broadcasting"; J. E. Shepherd, Sperry Gyroscope Co., "for his contributions to the development of airborne radar armament and for his active participation and leadership in the functions of the Institute"; D. B. Smith, Philco Corp., "for outstanding leadership in standardization activities, particularly in the field of television."

Tour of Europe

WOMEN'S director of WLOW Norfolk, Va., Louise Packard, will spend a month in Europe this spring for WLOW and other stations. Miss Packard and Lee Lively, announcer, will go to France, Belgium, Switzerland, Italy and Luxembourg, reporting on conditions there. They will make transcriptions overseas which will be shipped back to Norfolk via air express. WLOW and other stations are planning to carry the series of 25 quarter-hour programs.

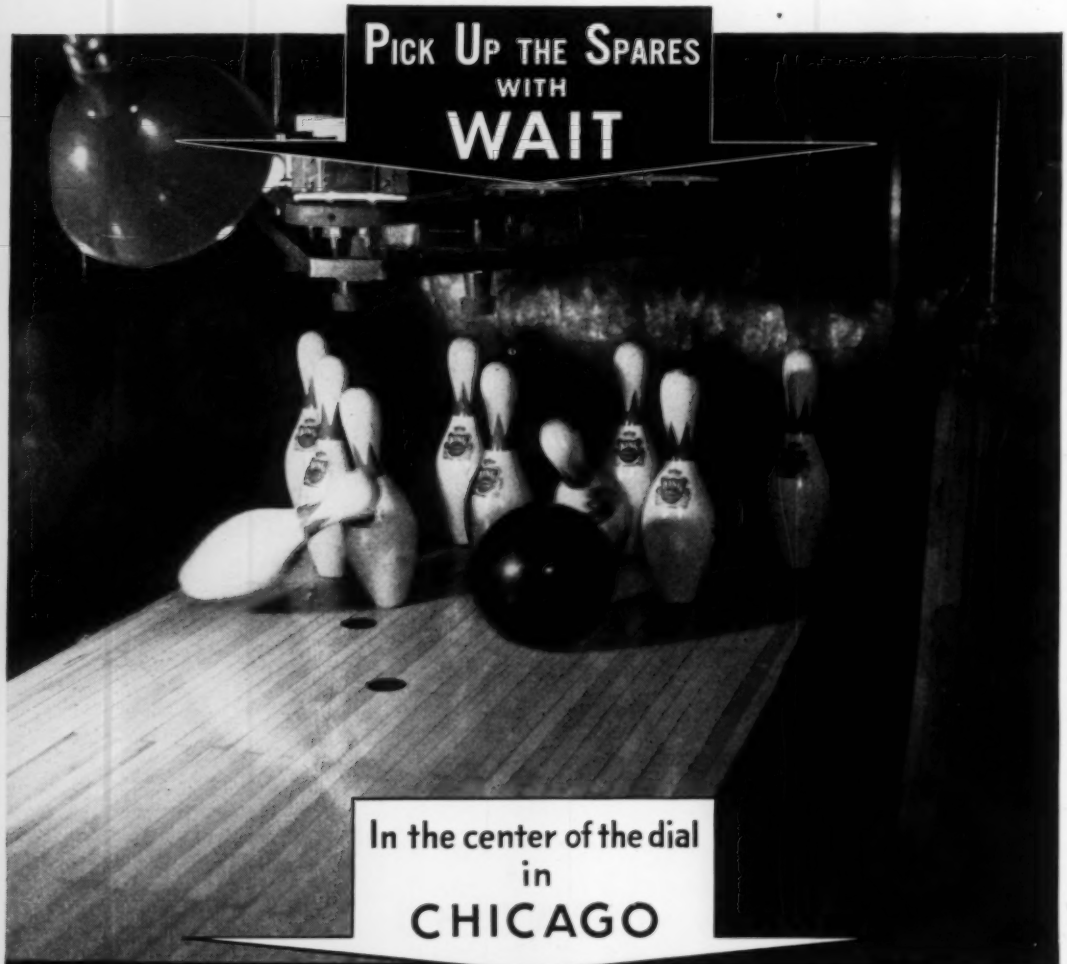
On Agenda for Sessions

Sessions on all phases of technical radio developments will be held both at the hotel and in Grand Central Palace, where some 200 manufacturers of radio and electronic equipment will have displays. Of the more than 125 technical papers that will be given during the convention, those of special interest to broadcasters include the following:

Monday afternoon, March 22. "FM Detector Tube With Instantaneous Limiting and Single-Circuit Discriminator," Robert Adler, Zenith Radio Corp.; "A Proposed Combined FM and AM Communication System," John C. O'Brien, General Railway Signal Co.; "Ratio of Frequency Swing to Phase Shift in Phase—and Frequency Modulation System," D. K. Garnett and W. R. Young, Bell Telephone Labs.; "A New Magnetron Frequency - Modulation Method," P. H. Peters, General Electric Co., and "IF Design for FM Receivers," K. E. Farr, Hazeltine Electronics Corp.

"New Parameter Adjustment for Television Network Transients," M. J. Ditoro, Federal Telecommunication Labs. and R. C. Wittenberg, Ford Instrument Co.; "Reflectors for Wide-Angle Scanning at Microwave Frequencies,"

(*Continued on page 82*)



WIND	WMAQ	WGN	WBBM	WAIT	WLS WENR	WCFL	WJJD	WSBC	WGES
560	670	720	780	820	890	1000	1160	1240	1390

5000 WATTS **WAIT** 360 No. Mich. Ave. Chicago 1. ILL.

REPRESENTED BY: TAYLOR • HOWE • SNOWDEN, RADIO SALES, Inc.

there's plenty of
"CREAM" for you in
AMERICA'S DAIRYLAND

and you can get it
with WISCONSIN'S
most powerful
RADIO STATION

WKOW

MADISON, WISCONSIN

M. B. S. AFFILIATE

Here's the 10,000 WATT station that has all dairyland listening . . . with top notch programs built to local preferences . . . and already building sales for many advertisers who appreciate the potentials of this cream-rich market. We invite you to share in this rich Statewide Market (Yours with a single station) — and we'll go the full way to support you in your merchandising.

HARRY H. PACKARD, GENERAL MANAGER

RADIO REPRESENTATIVE, HEADLEY-REED COMPANY

MONONA BROADCASTING COMPANY

MADISON 3, WISCONSIN

'SOCIALISM'

Broadcasters Protest Trend In Wisconsin

ALARMED over the State of Wisconsin's plans for a five-station FM network, which would give the commonwealth a total of seven "so-called educational" outlets, the League of Wisconsin Radio Stations has voted to have a committee discuss "this wasteful, socialistic trend" with Gov. Oscar Rennebohm.

Four league members were appointed by Charles J. Lanphier, president, to call on the governor. They are Howard Dahl, WKBH La Crosse, Harry R. Le Poidevin, WRJN Racine, Joseph D. Mackin, WMAM Marinette, and G. P. Richards, WHBL Sheboygan.

"Gov. Rennebohm is a business man and should quickly see our point of view," said Mr. Dahl. "Commercial stations could handle the state's educational material and save the taxpayers the expense of building the new network. At the same time our private enterprises would be preserved."

The governor, a Republican, was a successful Madison druggist for many years before entering politics.

Several of the 35 station managers attending the quarterly meeting, in WTMJ Milwaukee's "Radio City," were sharply critical of the state's radio operations. It was the consensus of the group that WHA Madison, state-owned U. of Wisconsin station, and WLBL Stevens Point, Wisconsin Department of Agriculture outlet, already have overstepped their bounds as educational licensees.

"The programming of these stations is designed to capture every possible listener so that so-called educational information — which amounts to propaganda — will reach every home," said Ben A. Laird, president of WDUZ Green Bay. "This is a wasteful, socialistic trend. It should be stopped."

A league committee, previously appointed to negotiate a reduction in the $100-per-station-per-game fee imposed by the Wisconsin Interscholastic Athletic Assn., was instructed to continue its work. G. P. Richards, a member of the group, said chances of "getting around the fee" are remote.

Don C. Wirth, vice president of WNAM Neenah-Menasha, reported he had contracted with high schools in his area to broadcast all athletic contests at home.

"If teams from these schools qualify for tournaments sponsored by WIAA in Neenah-Menasha, I am prepared to make a test case by airing each game without paying the $100," he promised.

The league voted to draw up a form for obtaining information on labor contracts (using NAB's digest of contracts as a guide). It was reported that the International Brotherhood of Electrical Workers desires that all its contracts expire on the same date each year—Sept. 30.

Delegates Interviewed

WTMJ officials, headed by Walter J. Damm, general manager of *Milwaukee Journal* stations, attended most of the league's sessions and escorted members through every department of the *Journal's* "Radio City." Several delegates were interviewed on WTMJ-TV during the afternoon and in the evening Mr. Damm gave the visitors a party.

WORM Licensed!

A WORM which broadcasts has been created by the FCC! This is not a startling scientific development. It is just a result of the FCC's daily paper work, which included the granting of a permit to the Easton Broadcasting Co. Inc. of Easton, Md., to construct a 1-kw station operating on 1480 kc, using the call letters WORM. Permittee is J. N. Critchlow, president of WORM, whose sons, John N. and Roger E. Critchlow, will be associated with him. WORM will broadcast 17 hours daily.

AUDIENCE . . *PLUS!*

. . . . that's what KFDA'S LATEST HOOPER SPELLS!

25 "FIRSTS"

Out of 48 quarter-hour rated periods (Monday through Friday) KFDA has 25 "FIRSTS".

Write Howard Roberson, Manager KFDA, Amarillo, Texas—or see a John E. Pearson representative for facts!

Nunn Stations:
KFDA Amarillo, Tex.
WBIR Knoxville, Tenn.
WCMI Ashland, Ky.
Huntington, W. Va.
WLAP Lexington, Ky.
WMOB Mobile, Ala.

ABC Affiliate

KFDA
A NUNN STATION

Amarillo, Texas

Serving The Populous Area of the Amarillo Market

KEXO GRAND JUNCTION GOES ON AIR FULLTIME

KEXO Grand Junction, Col., 1230 kc, 250 w, went on the air Feb. 29. Licensed to Voice of Western Colorado, KEXO is a fulltime independent. D. Spencer Grow is president and Abbott Tessman general manager, as well as head of commercial and promotion departments. Mr. Tessman has been with NBC and ABC in Hollywood.

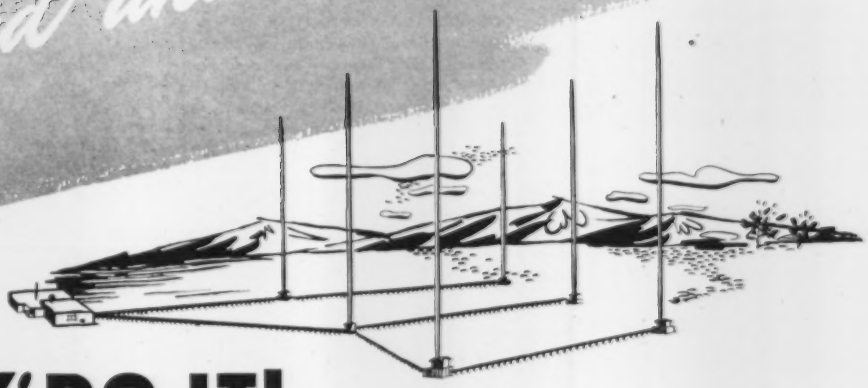
Program director is Bob Collins, formerly program and traffic director of WFRO Fremont, Ohio. Troy Vanlandingham and Harold Roper are salesmen. Former chief engineer of KFEL Denver, Howard S. Johnson is chief engineer, assisted by Lee (Tiny) Grothe, of KJAY Topeka.

Bill Metcalf and Jim Eicher are announcer-engineers. Muriel Hammer is director of women's programs, and Muriel Fuller is receptionist. KEXO uses UP service.

U.S. ARMY Recruiting Service of Long Island presented citation to WHLI and WHNY(FM) Long Island, in appreciation for programs and spot announcements carried as public service for recruiting purposes.

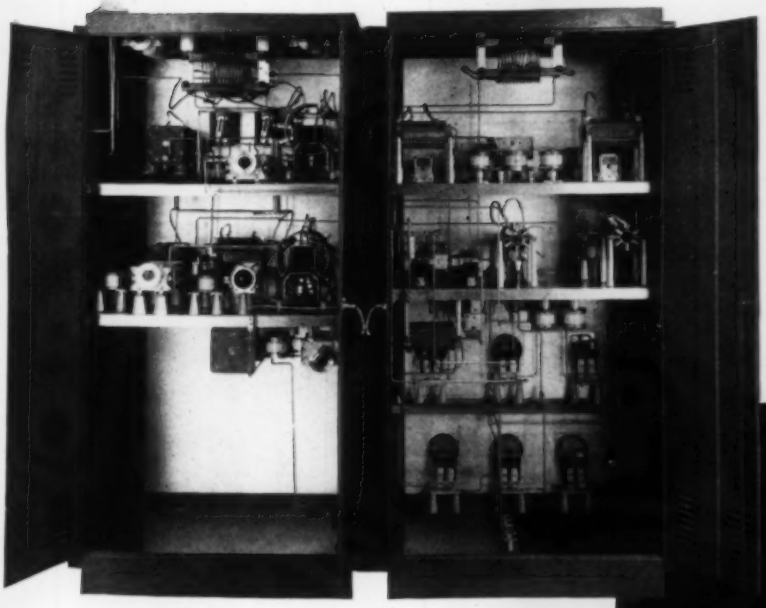
KELO Sioux Falls, S. D., will present regularly scheduled radio course on March 31, using station personnel as instructors. During spring quarter at South Dakota State College, staff members will conduct lectures on various phases of radio station operation. Full college credit will be given to those who enroll.

Want a radio station designed and built?



LET *Andrew* DO IT!

The Monona Broadcasting Company, Madison, Wisconsin, had the money but no station. Faced with "impossible" allocation difficulties, they called on Andrew engineers, who succeeded in finding a frequency and designing a directional antenna system. Thus, WKOW was born. Within ten months after the construction permit was granted, Andrew engineers completely designed, built, tuned, and proved performance of a six-tower 10 kw. station—an unusually difficult engineering feat accomplished in record-smashing time. A complete "package" of Andrew transmission line and antenna equipment was used, again emphasizing Andrew's unique qualifications: Complete engineering service with unsurpassed equipment.



Mr. Harry Packard, General Manager of WKOW, wrote:

"Speaking for the entire staff of WKOW, I would like to congratulate the Andrew Corporation on the remarkable engineering job it performed in helping us get WKOW on the air.

We feel that the technical perfection of our installation is due in great part to the efficiency of Andrew equipment and engineering service.

In particular we wish to thank Mr. Walt Kean of the Andrew Broadcast Consulting Division who was responsible for conceiving and designing the installation, supervising construction of all antenna equipment, and doing the final tuning and coverage surveys."

A total of 13,618 feet of Andrew transmission line and complete phasing, antenna tuning, phase sampling and tower lighting equipment went into this job, complementing the best in engineering with the ultimate in radio station equipment.

So, just write Andrew when you are ready to enter the broadcasting field. Andrew will get you on the air.

ANDREW

Andrew
CORPORATION
363 EAST 75th STREET · CHICAGO 19

TRANSMISSION LINES FOR AM, FM, TV • DIRECTIONAL ANTENNA EQUIPMENT • ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT • CONSULTING ENGINEERING SERVICE

RCA's Folsom Will Speak At Brand Names Meeting

SPEAKERS in the Brand Names Day symposium at the Waldorf-Astoria in New York on March 30 are to include the following:

Frank M. Folsom, RCA executive vice president and vice chairman of the Brand Names Foundation board of directors; Stephen A. Douglas, sales promotion director, Kroger Co., James Rotto, sales and publicity director, Hecht Co.; Alfred B. Stanford, national director, bureau of advertising, American Newspaper Publishers Assn.; C. D. Southard, vice president and director of sales promotion, Butler Bros. H. Ford Perine, merchandising director for *Life* magazine, is chairman of the program committee.

KFI Hollywood resumes all night clear channel operations March 27. Station had been ceasing operations after 12:40 a.m. for past several months.

COMMERCIAL MANAGER turns disc m.c. That's what happened in the case of Mort Nusbaum (r), former commercial manager of WSAY Rochester, N. Y., and now m.c. of WHAM Rochester's "Meet Me at the Triton" (12:05-2 a.m., nightly) and station's daytime quiz show, "Cinderella Weekend." With him is Mel Torme, singing star, who appeared at the Triton, where Mr. Nusbaum's show originates.

OPINION ON POLL

Room for Improvement, Says Lazarsfeld

THE SECOND STUDY of Public Opinion, in which 70% of the respondents thought radio was doing a good to excellent job, is a "deserved testimony" to radio's achievements, but it ought to be regarded as a "memorandum that there are still things to be improved."

This is the conclusion of Dr. Paul F. Lazarsfeld, of the Columbia U. Bureau of Applied Social Research and consultant on the survey conducted by the National Opinion Research Center, of Chicago U. for the NAB [BROADCASTING, March 8]. Dr. Lazarsfeld spoke at a press luncheon in New York at which results of the survey were released last week.

It was to the credit of the industry that it sponsored research into the public's opinion of it, Dr. Lazarsfeld said. The overwhelming public confidence in broadcasting, as shown in the survey, was a tribute, he said, but there are "still things to be improved (in radio) even though only a minority of the people suggests it."

Dr. Lazarsfeld made particular reference to a showing of the survey that 20% of the people would like to hear more serious programs.

He also warned that broadcasting was confronted with the need for a better public relations program. He pointed out that the survey showed a "marked lag in public awareness of new programs." Accordingly, he said, people have "the habit of listening today to what they listened to yesterday."

Broadcasters, he suggested, ought to take more vigorous means to advise the public of new programs and new program developments. He thought radio ought to enlist the assistance of other media to "tell people what is going on in radio."

Justin Miller, NAB president, who presided at the luncheon meeting in the Waldorf-Astoria Hotel, said that copies of Dr. Lazarsfeld's preliminary notes on the NORC study as well as a prepared talk concerning the report had been sent to all members of NAB. Members were urged, he said, to present the report to their communities, through appearances before civic groups or whatever other forums were available.

Additionally, Judge Miller said, it was contemplated to issue the final study in book form, as was done with the first Study of Public Opinion in 1945. That was issued under the title *The People Look at Radio.*

MOTORISTS WISE, SIMONIZE

That's a phrase that glistens like a new car . . . performance and constant repetition have made it world famous.

TIME BUYERS WISE, USE WHHM

—that's another phrase borne out by results.

Isn't it comforting to know that when you pick a product—or a radio station—that will perform as stated on the "label." That's why you can buy with confidence on the station that delivers

MORE LISTENERS PER DOLLAR IN MEMPHIS

Put WHHM on that Memphis Market budget for sales that proclaim a wise buy.

WHHM

WHHM's best reference is public preference

Memphis, Tennessee

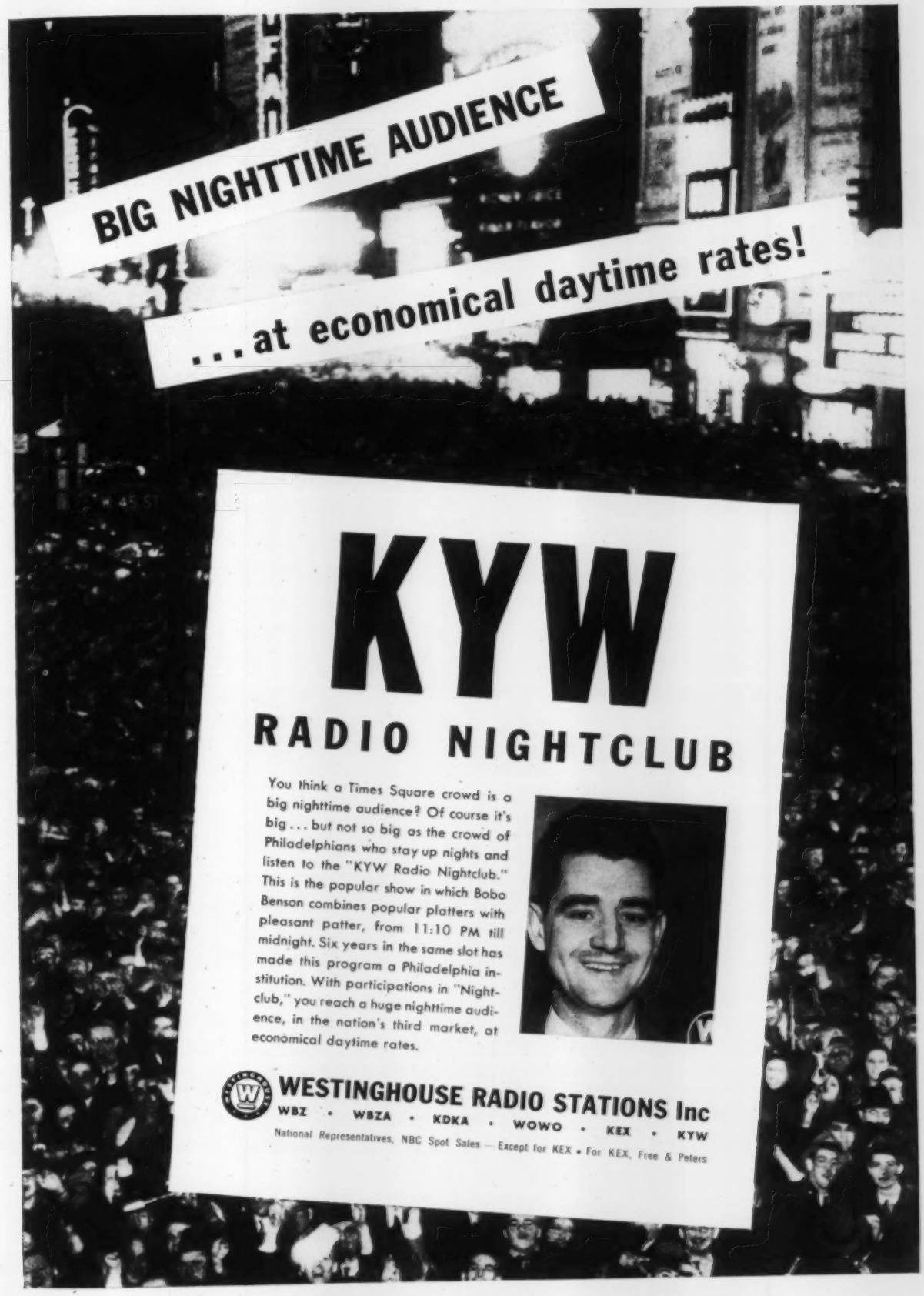
PATT McDONALD, general manager * FORJOE & CO., representatives

Taft Hotel in New York Also to Offer Television

THE TAFT, third New York hotel to plan the installation of television receiver units in some of its rooms, last week said that "guest television" units renting for $1 a day are to be installed by May in 132 rooms and suites. The announcement added that the Taft will provide for an extension of video service throughout the hotel at a later date.

Horace Atwood Jr., president of Industrial Television Inc., which has developed "guest television," said that the Taft installation is "the largest and most comprehensive announced by any major hotel." The Roosevelt was New York's first hotel to disclose such an installation, followed recently by the Hotel New Yorker.

STEWART-WARNER Corp. directors have declared cash dividend of 25c per share on $5 par value stock payable April 10, 1948, to stock of record at close of business March 11, 1948. Similar payment was made Jan. 10, 1948.


BIG NIGHTTIME AUDIENCE
...at economical daytime rates!
KYW
RADIO NIGHTCLUB
You think a Times Square crowd is a big nighttime audience? Of course it's big... but not so big as the crowd of Philadelphians who stay up nights and listen to the "KYW Radio Nightclub." This is the popular show in which Bobo Benson combines popular platters with pleasant patter, from 11:10 PM till midnight. Six years in the same slot has made this program a Philadelphia institution. With participations in "Nightclub," you reach a huge nighttime audience, in the nation's third market, at economical daytime rates.
WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KDKA • WOWO • KEX • KYW
National Representatives, NBC Spot Sales — Except for KEX • For KEX, Free & Peters

SALE CLAUSE

Two Object to FCC Proposed Ban

TWO OBJECTIONS have been filed to FCC's proposed rule which would ban time reservation considerations in station sale transactions and require modification of existing contracts of that nature [BROADCASTING, Feb. 9]. Both objectors declare the Commission's proposal is unconstitutional, and seek hearing on the matter.

The objectors are Albert J. Felman, who has a time reservation agreement with WJOL Joliet, Ill. (formerly WCLS), and the Berachah Church, Philadelphia, which has had a similar agreement with WPEN Philadelphia. March 8 was final date for filing comment on the proposed new rule.

The license-renewal application of WJOL was designated for hearing on the time-reservation issue in 1946 and the case is still pending. Mr. Felman charges the new rule would retroactively affect disposition of the case.

WPEN in January notified the Berachah Church, the latter claimed, that effective Feb. 1 time would no longer be made available. The church has filed a bill in the Philadelphia Common Pleas Court seeking enforcement of its purported agreement with the station.

Announced just a month ago, the proposed rule would forbid transfer of an AM, FM or TV license in any instance in which the seller "retains any right of reversion of the license or any right to the reassignment of the license in the future, or reserves the right to use the facilities of the station for any period whatsoever." To "avoid undue hardship," such agreements involved in sales approved before effective date of the new rule would not be invalidated if they have been fully disclosed to the Commission and meet certain minimum requirements.

Mr. Felman, who sold WJOL (WCLS) in 1932 upon condition he receive three-quarters of an hour per day for his family-owned Boston Store as long as the station operated, asserted in his brief that the proposed FCC rule is contrary to the Constitution's Fifth Amendment in that it would result in the taking of property without due process of law.

Mr. Felman objected to the FCC's proposed requirement that stations might terminate existing time-reservation contracts upon payment of a reasonable sum, evaluated by the station or the Commission. This, too, would be unconstitutional, he maintained.

In the WPEN matter, the Berachah Church indicated in its brief that it was willing to modify its agreement to meet all requirements of the Commission's proposed rule excepting the portion giving the station cancellation privilege through monetary payment.

The church stated that the Commission has a "legitimate statutory interest" in providing against any proprietary claims in the licensee and in "assuring control of programming by the licensee." But, the church stated, "it has no such interest in requiring that the promisee in these contracts radically change his original bargain by trading that which he bargained for, a reasonable amount of broadcast time, for what may well prove to be an illusory and totally inadequate right to money damages."

Information in Brief

According to the brief, Berachah Church was granted a standard station license for Philadelphia in July 1930. A wholly-owned subsidiary, WRAX Broadcasting Co., subsequently was established. The stock of this firm in turn was sold by the church to Clarence H. Taubel for $15,000 cash and perpetual right to broadcast religious services and programs over the facilities, the brief maintained. Agreements of August and November 1930 provided 4½ hours weekly for the church. It was further explained that WRAX Broadcasting varied in ownership from time to time and in 1937 was merged with William Penn Broadcasting Co., present WPEN licensee, which assumed "all of the debts, liabilities and duties" of the former licensee. The 1930 agreements have been honored up to Feb. 1 of this year, the brief related.

The church indicated it has offered WPEN a contract meeting all the proposed requirements of FCC, including monetary settlement, but alleged the station "is insisting on setting the penalty for cancellation at such a comparatively nominal sum as to make it easy for the station to repudiate the contract, pay the penalty and resell the reserved time to commercial sponsors at a great monetary advantage." The brief urged that if the cancellation privilege is retained in the new rule, some means be devised to assure that such obligations are adequately met.

'Block Spotting'

A SYSTEM of "block spotting" has worked into a successful campaign on WIRL Peoria. Contract signed by H. B. Brooksbank, owner-manager of World Drug Stores, calls for the use of 28 spots each Sunday. During the morning hours the announcements are largely institutional. Later in the day specific merchandise is mentioned. Large signs are displayed throughout the store calling attention to WIRL's announcements.

WANT A 6.5 NEWS RATING?*

* Winter-Spring
Tulsa, C. E. Hooper, Inc.
5:6
* July, 1948
Robert S. Conlan
6.5
Both top rating for this period

Now Available
11:15-30 AM
Monday thru Friday
"NEWS ROOM"
Top Rating—Proved Record
Send for Air Check

TULSA'S
KTUL
5000 WATTS
C. B. S.
AVERY-KNODEL, Inc.

JOHN ESAU, Vice President & General Manager

REPORT on an AFTERNOON TELEVISION PROGRAM...

For the second season the Philadelphia Electric Company has sponsored a series of one hour television programs each Monday and Wednesday afternoon over WPTZ. Each hour is made up of a home economics cooking demonstration, film short subjects, and a "Guest-of-the-Day."

Here are some of the things that have happened as a result of individual programs:

As a guest of a few weeks ago, Barr's, Philadelphia jewelers, told "The Story of Diamonds." Non-commercial in presentation, none-the-less over 250 women trouped into the four Barr's stores in Philadelphia to ask for a booklet on diamonds mentioned during the course of the program. Another 130 women requested the booklet by letter.

Shortly before Christmas one of the Philadelphia Electric home economists demonstrated how to make Christmas cookies. In the next few days 211 women wrote in for the recipe. On the same day the guest portion pulled 92 letters, making a total of 303 letters on this one program.

On our last audience survey (week of February 2nd, 1948) the two Philadelphia Electric programs rated 208 and 213—highly respectable ratings for any television program and tops in their particular class. Moreover, the survey indicated that 53 percent of all receivers in the area were in use and tuned to the program—again, a highly respectable percentage for any television show and exceedingly gratifying for a women's program in the afternoon.

If the Great American Housewife is your customer or your client's customer, we think our experience in afternoon programming will be both valuable and exciting. Drop us a line if you would like to hear more of the story.

PHILCO TELEVISION BROADCASTING CORP.
1800 Architects Building **Philadelphia 3, Pa.**

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

NBC TELEVISION AFFILIATE

Northwest Radio News Group Re-elects Melton

ORRIN MELTON, news director of KSOO Sioux Falls, S. D., was re-elected president of the Northwest Radio News Assn. for 1948-1949 at organization's annual meeting held in conjunction with U. of Minnesota radio news short course March 5-6 (see separate story this issue).

The association also re-elected the following other officers who have served during the past year: Tony Moe, program director of KELO Sioux Falls, vice president; Ralph Andrist, news writer, WCCO Minneapolis, treasurer; William H. Krueger, news editor of KDAL Duluth, Minn., secretary, and Jack Swenson, news editor of WDAY Fargo, N. D., member-at-large of executive committee.

VIDEO CITY

Deny Apathy Is Cause Of N. Y. Hiatus

THE RECENT HIATUS in discussions of New York's television city project has been due chiefly to the reduced activities of Mayor O'Dwyer on doctor's orders rather than to any lack of interest in plan on the part of the television broadcasters who, in conjunction with the city, would jointly underwrite the project.

Top executives of all the organizations who have been parties to the discussions to date—ABC, CBS, Du Mont, NBC, WOR and the *New York News* (WPIX)—have expressed views similar to those of Lawrence Phillips, director of the Du Mont network, who told BROADCASTING: "I believe the proposal to erect a television city presents a very interesting and challenging prospect. Du Mont has participated in the discussions and considerations of the proposal and expects to continue to do so jointly with the other New York television broadcasters until a decision is reached."

The idea of a widespread Hollywood studio lot type of set-up, located in a low property value district on the outskirts of the city has obvious attractions for video broadcasters who have been producing programs under the restrictions of cramped studios and paying midtown rentals of $4 and $5 a square foot and over for the privilege. It seems good, they agree, even in view of the obvious disadvantages of a location so far from the offices of agency and broadcaster executives and from the normal orbit of actors, musicians, producers, directors and, in fact, almost everyone concerned with getting a program on the air.

However, there is also a general feeling that a long time will elapse before the idea of a television city can become a reality and that such a layout of indoor and outdoor studios would require years to plan and erect after all the pre-planning questions as to who is going to pay for the land, who will finance the installation of water, elecricity and other utilities, what the taxes will be, and a score of similar questions. Three to five years is the usual estimate as to the earliest completion date.

Therefore, no one is holding up on his individual studio construction plans to wait for a television city to solve his problems. NBC is expanding its television studio space in Radio City. ABC is negotiating for space to produce programs for its New York video station that expects to begin operations in the fall. Du Mont, with its expansive Wanamaker Studios, is able to meet its current program production space problems nicely.

When CBS President Frank Stanton announced that network's plans to enlarge and return to use its television studios in the Grand Central Terminal Bldg. [BROADCASTING, Feb. 23], he was asked if this meant an end to CBS interest in a television city. "Not at all," he replied. "This doesn't scotch that plan at all. We are still very much interested."

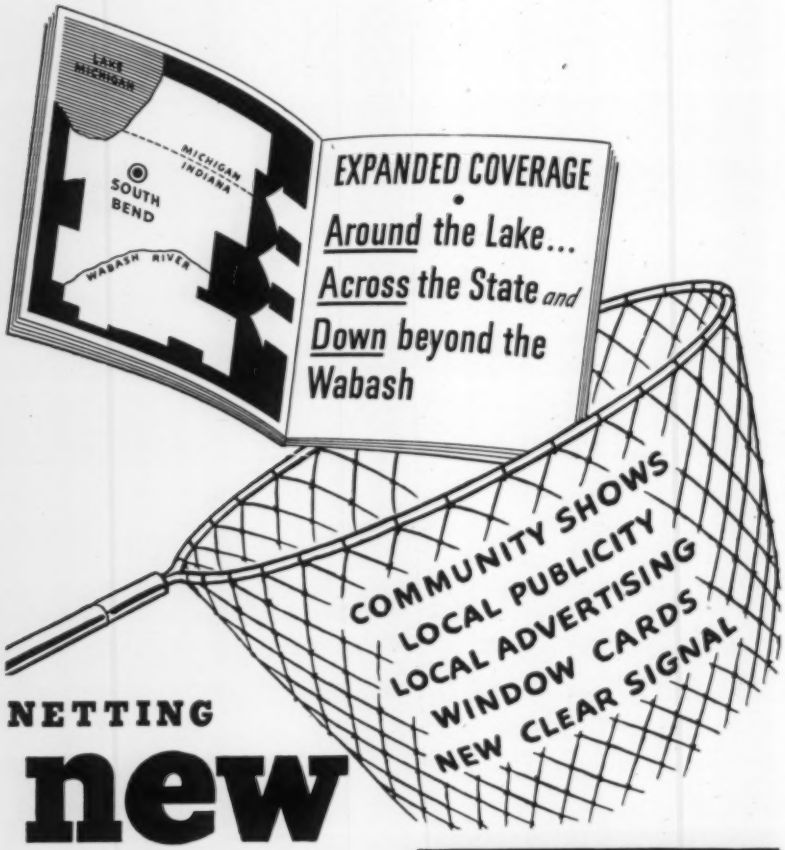
That seems to sum up the attitude of all New York television broadcasters.

Cowan Premiere

LOUIS COWAN package show *Stop the Music* is adopting legitimate theatrical procedure with an out-of-town performance the week before the show is scheduled to start on ABC March 21. Show was scheduled to be piped into Syracuse on WAGE, ABC outlet, last Sunday, March 14, with an audience of 2,000 persons listening in their homes. Audience will answer questionnaires on their reaction to the program.

Stern Heads SBA

BILL STERN, NBC sports director, was elected president of the Sports Broadcasters Assn., in New York last week replacing Ted Husing, who resigned to become a disc jockey for WHN New York. Mel Allen, WINS New York, was elected second vice president, and Bill Ackman, WOR New York, was named secretary. Marty Glickman, WHN New York sports director, and Andy Lang, Press Assn., were re-elected first vice president and treasurer respectively.



NETTING
new
AUDIENCES

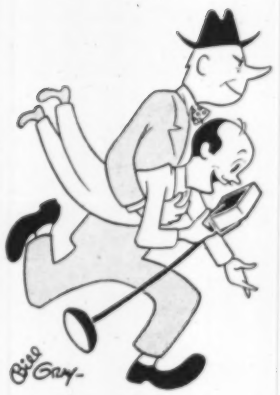
WSBT is bringing thousands of *new* listeners into its loyal audience. These newcomers are welcomed by friendly promotion in their own communities. WSBT was a good buy at 1000 watts. Now, at 5000 watts, it's unbeatable.

WSBT
SOUTH BEND
NOW 5000 WATTS!

960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

WHAT'S UNDER ELMER'S HAT?



1. Elmer for one thing. *And that snoopy nose of his!* Guaranteed to help you deliver a haymaker to competition . . . the kind of haymaker WVET delivers in the Rochester, New York area.

If you want to know what's stewing in the egg mash market, for example, WVET's No. 1 Snooper will go out and tabulate chickens for you. And if you want to know where to lay your hands on a smart announcer or tighten up local distribution, he'll find that out for you too. We hate to admit it, but our man Elmer is just a born snooper.

3. We admit it—Elmer has a big mouth, too—and he uses it charmingly. If you need MORE PUSH behind your local promotions, Elmer just starts talking and YOU get ACTION. And what action!

Behind Elmer stand 37 *other* Eager Beavers —and behind WVET's 38 Eager Beavers stand 47 years of result-getting experience. That, in a word, is why WVET is so singularly well-equipped, so exceptionally *well-staffed* to give you Complete Advertising and Merchandising Service-of-the-Air.

4. Big ears are something else Our Hero has . . . big ears that know in advance when something big is about to pop in radio . . . something that can MAKE MONEY for YOU.

That's because WVET is the ONLY Rochester station with a front row seat to "What's Newest and Smartest in Radio." A *New York office*, in other words. And to help you outguess, outjump, outscoop and outsell your competitors, it's right smack in the heart of the radio "empire." 30 Rockefeller Plaza is the address. Suite 3116.

2. Elmer has a sharp eye out for ideas, too . . . cost-cutting, action-getting, sales-making ideas . . . the kind that make people reach for their pants pocket and say, "Gimme!" And like *all* WVET ideas, you can bet anything Elmer comes up with will be custom-tailored to fit *your* budget, *your* product, *your* individual problems and sales objectives.

5. Elmer also has the kind of chin that runs all through the WVET family. The kind that won't give an inch when the fighting's hot. That's because there's just one battle cry on WVET: ACTION, not smooth-tongued excuses; RESULTS, not promises; SERVICE, not dithering.

Versatile? Elmer's just one of 38 "Elmers" on WVET—the eagerest beavers you ever saw. So why not sign up quick on this new live-wire, up-and-at-'em station and watch those returns roll in!

THE EAGER-BEAVER STATION
204 GRANITE BLDG., ROCHESTER 4, N. Y.

WVET

ROCHESTER, NEW YORK

BASIC MUTUAL STATION
5000 WATTS 1280 KC

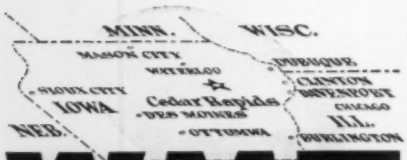
NATIONALLY REPRESENTED BY WEED AND COMPANY

WMT Leaves No Stone Unturned in Big Rock

(IOWA)

BIG ROCK is small potatoes to some . . . but big things are growing all around this small Iowa town. Farmers thereabouts produce grain, poultry, hogs and cattle, the likes of which aren't found anywhere else. *(Iowa leads the nation in their production.)*

There are a thousand communities like Big Rock in WMTland, unimportant in themselves, mighty significant en masse. Tell 'em all on WMT's 600 kilocycles, the finest frequency in Iowa radio. *Ask the Katz man about WMT — Eastern Iowa's only CBS outlet.*



WMT

CEDAR RAPIDS

5000 Watts 600 K. C. Day and Night

BASIC COLUMBIA NETWORK

CMQ BUILDING

DELEGATES from the United States and several Latin American countries spent the weekend at receptions, luncheons and parties in Havana to assist in the official opening of Cuba's Radio City, which includes CMQ Network's new building, described as the largest in Cuba.

The delegates, including more than a score of New York publishers, radio and advertising executives who left La Guardia Field last Wednesday, were to be guests of Goar Mestre, CMQ president, president of Publicidad Mestre, Cuba's largest advertising agency, and vice president of the Inter-American Assn. of Broadcasters.

Mrs. Pearl Carrington represented the U. S. as the "typical radio listener," and was to occupy a privileged spot at the various ceremonies and events. Members from the New York contingent included: From NBC, John F. Royal, vice president in charge of television; Mr. and Mrs. William F. Brooks, vice president in charge of news and international relations; William A. Clarke, administrative assistant; Fred B. Bate, assistant to Mr. Brooks, and Cal Abraham, station liaison and public relations director.

Prominent U. S. Figures Among Delegates

Advertising executives included Robert R. Otto, president, Robert Otto & Assoc. Inc.; Robert F. Kendall, vice president, Gotham Adv. Co. Inc. and president of the Assn. of Export Advertising Agencies; Paul R. Kruming, president, National Export Advertising Service Inc.; Shirley Woodell, J. Walter Thompson Inc.; Irwin J. Vladimir, president, Irwin Vladimir Co. Inc.; Henry R. Webel, manager, foreign division, G. M. Basford Co. Inc. and editor of *Export Advertising News;* Robert D. Sullivan, international division, Young & Rubicam; Melchor Guzman, president, Melchor Guzman Co. Inc.; Albert Martinez, vice president, Melchor Guzman Co. Inc.; Gilmore N. Nunn, president of WLAP Lexington, Ky., representing Justin Miller, president of NAB who is to head the NAB delegation to Buenos Aires convention of Inter-American Broadcasting Assn. in June; M. A. Gandasegui, director of IABA from Panama, who had been in New York; H. W. Blades, vice president of Home Products International; Peter Aylan, in charge of radio activities for the United Nations, and Sol Taishoff, editor and publisher, BROADCASTING.

GILMORE NUNN NAMED DELEGATE TO CONGRESS

GILMORE N. NUNN, president of the Nunn Stations and NAB director for the 7th District, will represent the United States at the Congress of the Inter-American Assn. of Broadcasters conference to be held in Buenos Aires in June. He was appointed last week by NAB President Justin Miller to replace Paul W. Morency, director-at-large for large stations, who had been designated at the NAB board's Hot Springs meeting in February. Mr. Morency found he would be unable to make the trip.

Mr. Nunn

Mr. Nunn, who knows Spanish, is in Havana for a pre-conference meeting of the Congress. At the same time he is guest at dedication of the new CMQ radio center (story above).

The Congress is composed of representatives from each of the Western Hemisphere nations. It is charged with development and improvement of understanding and relations among broadcasting industries of the nations. Mr. Nunn directs operations of the five Nunn stations—WLAP Lexington, Ky.; WCMI Ashland, Ky.; KFDA Amarillo, Tex.; WBIR Knoxville, Tenn.; WMOB Mobile, Ala.

Raytheon to Equip Television Outlets

RAYTHEON Manufacturing Co., Waltham, Mass., is entering the field of television station equipment, supplementing its "existing policy of providing for all needs of AM and FM stations," according to an announcement by John S. Spargo, Raytheon advertising manager, released for publication yesterday.

Coincident with the announcement, Mr. Spargo said Raytheon has prepared a preliminary descriptive bulletin of its video station equipment and a price list, effective as of March 1, 1948.

"Raytheon," said Mr. Spargo, "can offer to the prospective television station a complete complement of equipment," including both low-power and high-power transmitters similar in appearance and design to Raytheon's series of FM transmitters, portable camera chain equipment "useful for both field pickup and for studio use, and recommended group of speech equipment and station terminal equipment items."

"In particular," Mr. Spargo added, "the Raytheon basic system will allow the new television station to go on the air and provide commercial operation at lowest cost and with a minimum of delay."

Distribution of the television equipment will be through Raytheon's regular broadcast equipment district representatives, Mr. Spargo said.

The Mark of Progress is CREATION

AND WPEN WEARS THAT BADGE PROUDLY

Our staff has won wide acclaim for creating original program ideas . . . programs that sell merchandise!

"JUKE BOX JURY"—an original program-creation by WPEN—proved so productive for the sponsor in Philadelphia that it is now presented on radio stations in New York, Boston and Pittsburgh by the same sponsor.

HERE'S *Proof Positive* THAT CREATIVE THOUGHT CREATED GREATER SALES:

WILBUR-SUCHARD
CHOCOLATE COMPANY, INC.
LITITZ · PENNSYLVANIA

December 18, 1947

Mr. Edward C. Obrist
General Manager
Radio Station WPEN
Philadelphia, Pa.

Dear Mr. Obrist:

Since your staff produced the original "Juke Box Jury", it will be interesting for you to learn that we have expanded our radio programming activities to include the New York, Pittsburgh and Boston markets. It is equally interesting to note that, in each instance, we have made use of the program title and format which your organization established.

Let me take this opportunity to say that we, here at Wilbur-Suchard, are delighted with the development and progress of "Juke Box Jury". Our own studies in Philadelphia have fully substantiated the high listenership which has been indicated by recent independent listenership studies.

In connection with our surveys, we also have measured audience composition, response, depth of penetration, and advertising impact. I can assure you that "Juke Box Jury" scored very high on all counts. A number of listeners commented on the high degree of studio-audience enthusiasm. Many were impressed with the program's intelligent youth-participation, and the obvious benefits of such participation. In addition, mail response, which is generally a sound indicator of a program's appeal, has been excellent, and definitely on the increase.

Keep up the good work, and please do not hesitate to call on us if there is anything that we can do for you.

Cordially,

Wilbur-Suchard Chocolate Co.

Arch Patton

Arch Patton
Vice President

Our staff can create and produce an original program idea for any advertiser interested in selling the Philadelphia market—the country's third largest!

950

WPEN *The Sun Ray Drug Station* IN PHILADELPHIA

• *Represented Nationally by Headley-Reed Company* •

MAYFLOWER

NARND, PAC, Morgan Tell Views

CONFLICTING views on the right of radio stations to editorialize continued to arrive at FCC last week, following completion of the first week of oral arguments on the seven-year-old Mayflower no-editorializing decision [BROADCASTING, March 8].

A. M. Morgan, president of WLYN Lynn, Mass.; the CIO Political Action Committee, and the United Furniture Workers (CIO) submitted individual statements advocating retention of the Mayflower doctrine, with the CIO-PAC claiming that removal of the ban might involve violation of the Taft-Hartley labor law.

John F. Hogan, president of the National Assn. of Radio News Directors, wrote that a majority of NARND members feel "that the right to editorialize ought to be vested in radio as well as the press, and that radio stations should take a vigorous stand on matters of public interest," but had voted "to leave the fight for editorializing in the hands of management."

Mr. Morgan's statement was contained in a copy of a letter he had sent to NAB President Justin Miller, one of the leaders in the fight for reversal of the Mayflower principle. The WLYN executive said:

. . . The most powerful weapon local radio stations have to justify the belief of their listening audience in their broadcasts of news, political matters or any subject of civic importance, is their directed policy of giving both sides equal time to discuss any controversial subject.

If the barriers against editorializing are removed, I want to ask you in all frankness, will the radio station owner give the same opportunity to air his views to another person or group who represent an opposite opinion?—I doubt it very much.

Hogan's Views

NARND President Hogan, news director of WCSH Portland, Me., felt that even "if nothing else is done . . . the Mayflower decision should at least be clarified to let broadcasters know where they stand—how far they can go in presenting their views of public issues."

With respect to public-service broadcasts he thought the Mayflower principle "has had an undesirable effect on the thinking of many licensees." He said it has "tended to stifle the fair presentation of all sides of controversial issues to the public—especially at the local level. It has even made some station owners loathe to participate in public projects. . . ."

Jack Kroll, director of the CIO-PAC, warned that a repeal of the Mayflower ban might be contrary to the Taft-Hartley Law, which, he noted, "specifically provides that no union or corporation is to make any contribution or expenditure in connection with a federal election." He continued:

It is difficult to see how radio stations, if they are given the right of editorialization, are distinct from a labor organization which chooses to express its opinion in a newspaper, leaflet, or some other form of communication. I might point out, in this regard, that Philip Murray, president of the CIO, has been indicted by the U. S. Dept. of Justice in violation of Sec. 304 because he used the CIO News in behalf of a candidate for federal office.

Fears Monopoly Control

Mr. Kroll saw a "growing tendency toward newspaper-radio monopoly control of information channels" and said that a lifting of the Mayflower ban on editorializing "could virtually extinguish the hope that radio can express varying viewpoints." He claimed CIO-PAC "has met with consistent censorship and other barriers to the presentation of its point of view," and added:

If this were done under the present Mayflower decision which calls for no editorialization, I hesitate to think what would happen when the bars are lifted and a few men in key positions are given the power to beam their views to America's radio audience.

The United Furniture Workers claimed the Mayflower principle is "more honored in its breach than in its observance." Efforts to reverse the decision, he said, constitute "an attempt by the monopolistic owners of radio communications to thwart the purpose of the Federal Communications Act and reduce the Commission to a subservient position."

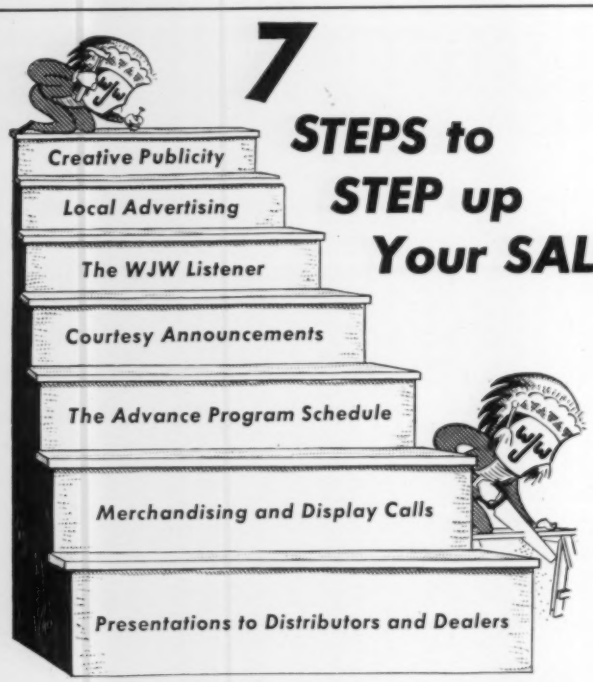
UFW offered three proposals to supplement the Mayflower doctrine: (1) that FCC issue a rule to require stations to present "all points of view"; (2) that FCC recommend enactment of a law "prohibiting all discriminatory use of radio facilities, in charges, services, etc."; (3) that FCC recommend an immediate Congressional investigation of "monopoly control of broadcasting . . . after which action be instituted against monopoly control by the Dept. of Justice, the Attorney General, and the Federal Trade Commission."

FCC resumes its Mayflower hearing April 19. The presentation of NAB, leader of the fight which led to FCC's review of the seven-year-old doctrine, is expected to consume most of that session. NAB President Miller and some two dozen other witnesses, including broadcasters as well as NAB staff members, are expected to appear in behalf of the association's campaign for removal of the Mayflower ban.

Representatives of the FM Assn. and Attorney Louis G. Caldwell as counsel for WGN Chicago, also are among those slated to appear at the session.

Religion on TV

THE INTERNATIONAL Council of Religious Education has asked WRGB Schenectady, the General Electric video station, to film its next presentation of *Moments of Meditation* for showings in Chicago, Cleveland, Detroit, Baltimore, Washington, St. Louis and other cities with television stations, GE disclosed last week. The 10-minute program is conducted by Dr. J. Edward Carothers, pastor of the Calvary Methodist Church, Albany, N. Y.



The more we tell . . . the more you sell!

GET THE WJW PLAN . . . STEP BY STEP
FROM YOUR HEADLEY-REED REPRESENTATIVE

BILL O'NEIL, President

WJW

BASIC ABC Network

CLEVELAND

850 KC 5000 Watts

TV ON FARM

Drips Sees It as Great Force for Education

By JOHN OSBON

TELEVISION, already a force for education and entertainment, will have an even greater influence when more rural areas are brought within reach of video transmitters, according to William Drips, NBC director of agriculture and agricultural television.

Asserting that NBC pioneered in network coverage of farm events, Mr. Drips last week recalled a recent statement by Frank E. Mullen, NBC executive vice president, that "the experience we have gained in covering the International Livestock Exposition (Chicago) over the past 20 years makes me think it probably will become one of the greatest television events of future years."

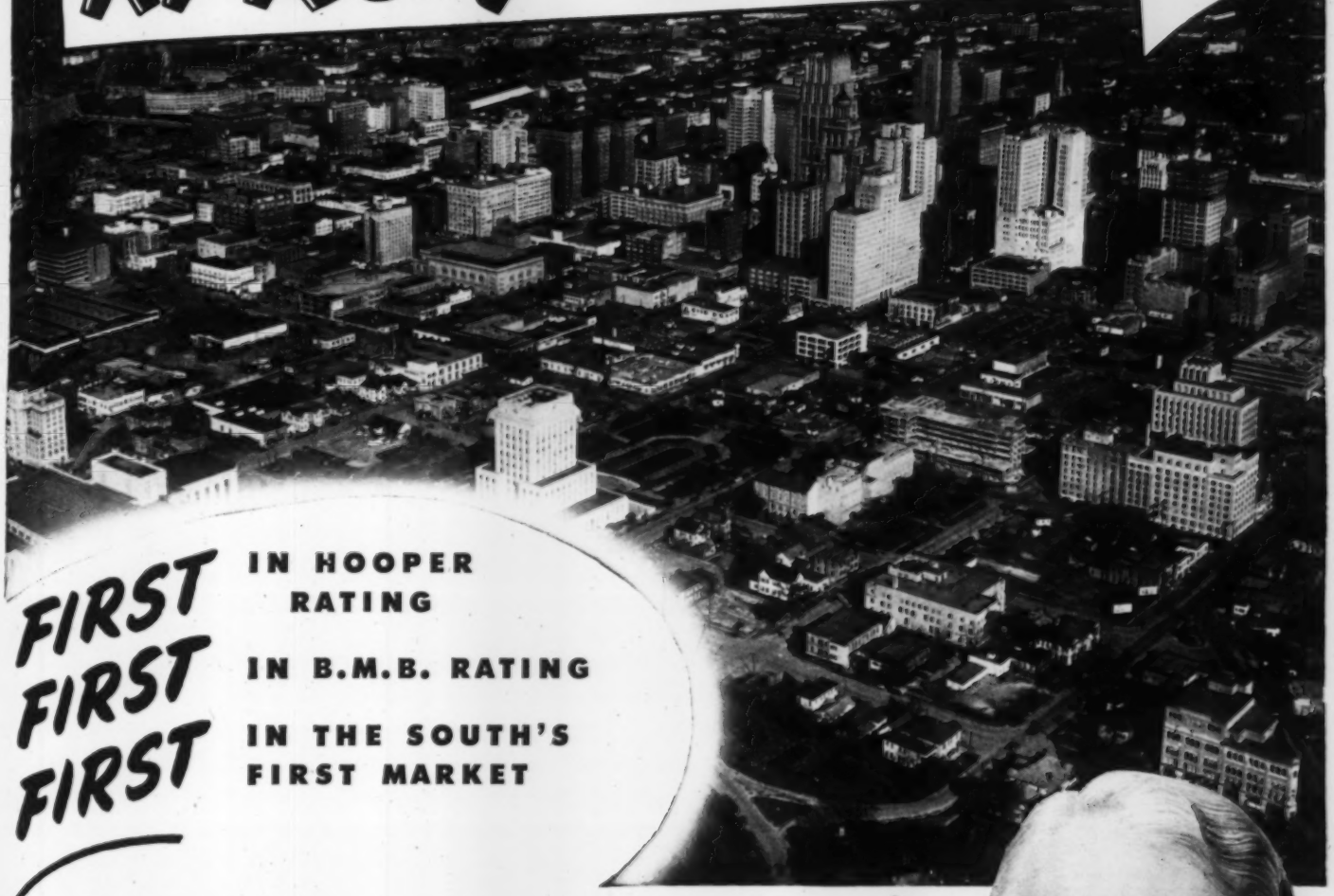
With an estimated 1,000,000 TV sets in use by year's end, including a substantial number in farm homes, a new era will open to the farmer, Mr. Drips believes. NBC plans to televise the exposition this year or at least by 1949.

Contending that agricultural television will revolutionize state-sponsored extension and educational work with respect to farm people, he pointed out that "where today it requires literally thousands of experts to cover farm regions with up-to-the-minute methods, tomorrow the whole job can be done with one TV demonstration . . . and that is only the beginning."

As a forerunner of a regularly-scheduled series, NBC slated an experimental agricultural video show for March 13, originating at WNBW Washington and viewed on the full eastern TV network. Previously it had aired two other such programs.

The show, under Mr. Drips' direction, was to have been aimed at potential home gardeners in both cities and towns, with garden demonstrations and instructions highlighting the program. Scheduled speakers were Dr. Victor R. Boswell and Paul Stark, both of the U. S. Dept. of Agriculture, and Robert Reed, editor of *The Country Gentleman*, a farm journal.

KPRC.. 1st IN BOOM TOWN



FIRST IN HOOPER RATING

FIRST IN B.M.B. RATING

FIRST IN THE SOUTH'S FIRST MARKET

HOUSTON'S THE BIGGEST...

Houston's the biggest city in the south and its booming 570 million dollars worth of construction is in progress, projected or recently completed. Time buyers agree KPRC dominates Houston and the Gulf Coast. Put your advertising dollar on KPRC first.

KPRC HOUSTON

950 Kilocycles 5000 Watts

National Representatives: Edward Petry and Company . . . Affiliated with NBC and TQN . . . Jack Harris, General Manager

FISHER WILL MANAGE NBC PUBLIC AFFAIRS

STERLING FISHER, veteran in radio and newspaper fields and NBC adviser on public affairs and education, last week was appointed manager of that department for the network, Ken R. Dyke, NBC administrative vice president in charge of programs announced. The department has been charged with accomplishment of the network's objectives in the field of public affairs, religion, education and information.

Mr. Fisher

Mr. Fisher joined NBC in 1942 as assistant public service counselor, and has directed the network's *University of the Air* and blueprinted and supervised the NBC-United Nations project.

In addition he has been a member of the editorial staffs of the Springfield (Mass.) *Republican* and Associated Press in New York, as well as writer and foreign correspondent for *The New York Times*. Mr. Fisher also is mayor of Tarrytown, N. Y.

CJDC Dawson Creek, B. C., has joined Canadian Assn. of Broadcasters.

Management

SHELTON EARP Jr., veteran of 14 years in radio, has been appointed general manager of WBMD Baltimore. He formerly has been with WBAL Baltimore, WTOP Washington, KROY Sacramento, KECA Los Angeles, ABC Spot Sales and ABC Network Sales, Los Angeles, and WCAO Baltimore.

MIKE SHAPIRO, commercial manager of KTXL San Angelo, Tex., has been named manager of that station. He previously was with commercial department of KGKL San Angelo, and prior to that had been with WJMC Rice Lake, Wis., as assistant manager; KBWD Brownwood, Tex., as program director and sales representative; and KRIO McAllen, Tex., as sales representative.

JOE C. DRILLING, formerly with KARM Fresno, Calif. and KCOK Tulare, has been appointed general manager of KKIN Visalia, Calif. **PAUL FREEMAN**, also formerly with KCOK, has been named assistant manager and program director of KKIN.

ED LOVELACE, former general manager of KIUL Garden City, Kan., has been appointed manager of KOJM Havre, Mont., replacing **WALTER CARLE**, resigned. Mr. Lovelace previously was commercial manager of KRIG Odessa, Tex., and had been with KPAC Port Arthur, Tex., and WHHM Memphis.

FRANK STANTON, CBS president, has been named chairman of Radio Section, Red Cross drive for Greater New York.

ED CRANEY, head of Pacific Northwest Broadcasters, was host recently at dinner in Spokane to introduce **HENRY OWEN**, manager of new Pacific Northwest Broadcasters' affiliate KING Seattle, and **JOHN EICHHORN**, KING commercial manager, to managers of the XL stations. Attending were: **ARNE ANZJON**, KXLF Butte, Mont.; **GOODWIN CHASE** and **JOE KENDALL**, KXLE Ellenburg, Wash.; **HOWARD JACOBSEN**, KXL Portland, Ore.; **DICK WHEELER**, KXLY Spokane; Messrs. Owen, Eichhorn, Craney, and staff of KXLY.

JOSEPH H. REAM, executive vice president of CBS, is slated to speak on "Should the Broadcaster Editorialize?" at luncheon meeting of Radio Executives Club of New York, March 18 at the Hotel Roosevelt.

Showerman Lost

ISSUE of the Chi Psi fraternity magazine from the U. of Illinois chapter recently carried an S.O.S. calling for help in locating old friends. It began: ". . . HELP! HELP! We have lost track of the following alumni. Can you help us locate same?" Prominent in the list was NBC's vice president in charge of the Central Division, I. E. Showerman.

CHARLES BARRY, ABC vice president in charge of programs and television, is in Hollywood today for two weeks conferences relative to future plans for programming and video.

MEFFORD R. RUNYON, former executive vice president and director of Columbia Records Inc., and before that vice president and director of CBS, has been appointed national director of field organizations of American Cancer Society.

E. P. H. JAMES, MBS vice president in charge of advertising, promotion and research, left New York March 8 for two-week trip in connection with his new television responsibilities. He will visit 10 to 15 cities, talking to Mutual affiliates now operating video stations or planning to, in search of information that will help him formulate recommendations to network's board for action that it should take to aid its affiliates in this field.

JOHN W. TINNEA, assistant station director of KWK St. Louis, is convalescing from a tonsillectomy.

JOHN FLOOD, formerly with WHBQ and WMC Memphis, has been appointed assistant station manager of KINY Juneau, Alaska.

CLIFFORD EVANS, vice president of WHLI and WHNY (FM) Hempstead, New York, has been named radio chairman for current Red Cross Drive in Nassau County, New York.

Katz Is Research Head Of CBS, Replacing Wilson

OSCAR KATZ has been named CBS director of research effective April 1, replacing Elmo C. Wilson, who is resigning to head International Public Opinion Research.

Mr. Katz

Mr. Katz joined the CBS research department in 1938, rejoining in 1942 as assistant director after wartime service with the Office of Fact and Figures. He began his career in 1930 as assistant research director for J. David Houser & Assoc.

CITATION of merit has been awarded to WHBC Canton, Ohio, by McKinley Area Council of Boy Scouts of America in appreciation of services rendered during Boy Scout Week.

Keith Kiggins Is Named Television Assoc. Head

KEITH KIGGINS has been named president, director and operating head of Television Assoc., manufacturer, marketer and licenser of television and electronics devices. His associate in the firm is Capt. William C. Eddy, WBKB Chicago director.

Mr. Kiggins

Mr. Kiggins, former NBC station relations director, became vice president of the Blue Network (now ABC) when it was established in 1940. He served in that capacity until 1947 when he opened his own station consultant service in New York. He is president of Community Service Broadcasting Co., WIKK Erie, Pa., permittee (5 kw on 1330 kc).

Directors of Television Assoc. are: Charles L. Collette, partner of Wallace-Ferry-Hanly, Chicago agency; Chester C. Woolridge, Michigan federal judge; E. C. Upton, treasurer of Balaban & Katz, theatre operators.

Frank Webb Leaves KULA To Open Chicago Agency

FRANK V. WEBB, vice president and general manager of KULA Honolulu, has resigned from that position to open his own advertising agency in Chicago. Mr. Webb went to Honolulu in November 1946 to supervise construction of the transmitter and studios of KULA. The station went on the air May 14, 1947, as an ABC affiliate.

Mr. Webb

He entered radio in 1938 as manager of KTNS Santa Barbara. After two years he joined Westinghouse Stations WOWO-WGL Fort Wayne as sales manager. Two years later he was transferred to Westinghouse headquarters office in Philadelphia as assistant general sales manager in charge of promotion for Westinghouse Stations. He later went to KDKA Pittsburgh as sales manager moving from there to general manager of broadcasting division of Farnsworth Television and Radio Corp., Fort Wayne. He remained there until joining the staff of Avery-Knodel where he managed the Los Angeles office. From Avery-Knodel he went to KULA.

AMERICAN LEGION Auxiliary presented citation to WLAW Lawrence, Mass., "in recognition of its important contribution to education, entertainment and inspiration, and in appreciation of courtesies and cooperation extended the American Legion Auxiliary."

It's Something
To Stand Out in a Crowd
WIOD was outstanding in the old days, when Miami had only two or three stations. And, in today's crowd . . . with the NBC Parade of Stars, and the top local shows, too...WIOD is more outstanding than ever!
WIOD
FIRST IN MIAMI
National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

YOUR DOGS MIGHT HAUL YOU 10 MILES IN 47 MINUTES *—

BUT . . . WKZO-WJEF WILL PULL BETTER FOR YOU IN WESTERN MICHIGAN!

The only way you can be sure of a substantial audience in Western Michigan is to broadcast your message *from* Western Michigan. Outside stations are virtually *blanked out and cut off* by a wall of fading that surrounds the area.

And when we tell you that WKZO in Kalamazoo and WJEF in Grand Rapids are your strongest-pulling team within the wall, we're merely stating a fact which you can verify in five minutes—via Hooper Reports. The latest Hooper for which figures are available shows WKZO-WJEF with a morning Share-of-Audience of 38.6, whereas *no other group of stations in any network* rates more than 27.9. And our afternoon figures are practically as good as the morning!

We'll be glad to send you the complete Hooper Report. Or ask Avery-Knodel, Inc.

** E. Hespman and his huskies ran 10 miles in 47 min., 4 sec., in 1946.*

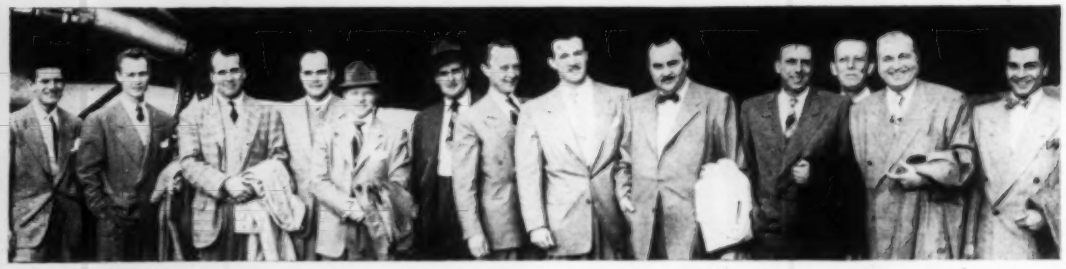
WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



NO FIRING SQUAD is this imposing array of masculinity—just Los Angeles agency men ready for a spree in Las Vegas, Nev., as guests of Eddie Chase, KFVD Los Angeles and CKLW Detroit disc m.c. Lineup includes (l to r): Ed Almond and Stan Almond, both of Capitol Records advertising department; Steve Shoemaker, Michael Shore Adv.; Bill Hunter, Hunter Adv.; Lee Campbell, McCann-Erickson; Ray Cormier, Hunter Adv.; Al Atherton, Atherton and Co.; Harry Patterson, KFVD commercial manager; Carl Zinkand, Moffat Packing Co., Frank Burke, KFVD general manager; Jack Daly, Jack Daly and Assoc.; Eddie Chase, and Anthony Caruso, Paramount Pictures.

Ronson Using Television Spots in 7 Large Cities

RONSON Art Metal Works Inc., Newark, N. J., maker of Ronson lighters and lighter accessories, has announced an extensive spot campaign on television in seven metropolitan markets, through Cecil & Presbrey, New York.

Ronson is using video time signals in New York, Baltimore, Philadelphia, Washington, Chicago, Detroit and Los Angeles, with new cities to be added "as they become available." The commercials are produced on film by the agency for Ronson under Jack Wyatt's direction.

APPLIANCES

Video Good Medium, Says Launderall

"NEXT to a personal demonstration, use of television is the best way to explain the merits of an electrical appliance," according to Edward A. Ash, director of the appliance division of F. L. Jacobs Co., manufacturer of the Launderall Automatic Home Laundry.

Pointing to television's "distinct advantage"—the prospective purchaser can see the appliance in actual use, Mr. Ash added that video advertising is particularly good for major appliances, such as washing machines, refrigerators and ranges, "because owners of television sets are usually in income brackets that can afford new and improved household items."

Mr. Ash's comments followed sponsorship of wrestling telecasts on WBKB Chicago by Harry Alter Co., Launderall distributor in that city. The Alter firm reported:

"We have five spots to show and demonstrate the Launderall. An introductory announcement (about 2 minutes) before the camera is switched to the arena, two commercials of two minutes each between the bouts, an eight-minute intermission period and a short closing announcement.

"Our main commercial is during the intermission, when we put on a short skit on the use of the Launderall. During this intermission period we also interview one of our dealers (about 1½ minutes) and also devote 2½ minutes to an interview with a stage or screen star to hold the attention of the audience.

"We have televised the Launderall on three different nights. We announce our phone number several times during the broadcast and the results are gratifying. Locally, wrestling enjoys the highest Hooper rating."

The New York distributor for Launderall, M. Mitchell Gruhn, is giving a machine as a prize in the six-week jigsaw puzzle contest in progress on the *Missus Goes Shopping* video series on WCBS-TV New York.

TOP

WSGN has climbed to a top place among Alabama stations on a solid base of careful programming, regular promotion and service. That's why WSGN has the audience to build your sales. Put your message across with Alabama's leading station—WSGN.

ALABAMA'S BEST *BUY* FAR!

WSGN

WSGN—FM

THE NEWS-AGE-HERALD STATIONS

Birmingham 2, Alabama

Headley-Reed, National Reps.

'Gangbusters' Sold In Big Co-op Deal

ABC has sold *Gangbusters* to the Philadelphia & Reading Coal & Iron Co. for one year's co-operative sponsorship in 22 eastern and New England cities effective March 13, the network announced last week. McKee & Albright, Philadelphia, is the agency.

The deal, involving about $250,000 for time and talent, represents "the largest single time sale in the history of co-operative programming," according to Murray Grabhorn, supervisor of ABC's cooperative program department. *Gangbusters* is heard Saturdays, 9-9:30 p.m.

Commercial

ARNOLD JOHNSON, assistant manager, has been appointed manager of network sales service department of NBC Central Division, replacing **EDWARD STOCKMAR**, newly-appointed account executive. Mr. Johnson has been with NBC in Chicago since 1936 when he joined mail and messenger staff of Central Division.

LORETTA KEALY, for several years member of NAB Dept. of Broadcast Advertising, has been named traffic manager of new KSTL St. Louis. Before joining NAB Miss Kealy had been with Free & Peters in Hollywood and KOIL Omaha.

J. E. FARAGHAN, former production manager of KSD-TV St. Louis, and previously with WTEL, WFIL and KYW all of Philadelphia, has been named television traffic manager of WGN-TV Chicago. **TED WEBER**, former advertising supervisor for Chicago Sun, has been appointed WGN-TV sales service manager.

ROBERT E. HOWARD has been appointed western manager of NBC national spot sales. With network six years, three in Hollywood and three in New York, he will handle spot sales for both standard and television stations in 11 western states.

JOHN BLAIR & Co., national station representative, has announced following new telephone numbers for its Detroit office: Woodward 5-3230, 5-3231.

NORMAN NOYES, former Los Angeles manager of Avery-Knodel Inc., station representative, is the father of a girl born Feb. 28.

JOHN MINKOWSKY, who formerly handled talent contracts at CBS New York, has been shifted to Hollywood as comptroller of Columbia Pacific Network, replacing **CHARLES D. RYDER Jr.** who resigned to open public accounting and business management service.

VAN LEE, formerly with KCOK Tulare and KSMA Santa Maria, Calif., has been appointed commercial manager of KKIN Visalia, Calif.

ALAN REINHARDT has rejoined KGGM Albuquerque, N. M., as salesman.

ADAM J. YOUNG Jr. Inc. has been appointed as station representative for WFEA Manchester, N. Y., effective March 1.

MILLS' PROMOTION

Textile Firm Signs for Civic Series on WLAW

WEEKLY program dedicated to community promotion and welfare is being sponsored on WLAW Lawrence, Mass., by Pacific Mills large textile firm. One-year contract has been signed with WLAW for a service broadcast similar to that of Portsmouth Steel Corp. [BROADCASTING, Feb. 23].

Plans for the series were completed by David M. Kimel, WLAW sales manager, and E. Dean Walker Pacific vice president. Frederick F. Laffey is announcer and producer working with Emil J. Des Rochers sponsor industrial relations manager.

Air time is used for civic, social and fraternal organizations in the area, with discussions of timely topics, music and interviews. Opening program was devoted to the annual Red Cross roll call.

WKPB (FM) Knoxville, Tenn., is now on air 13 hours daily, from 10 a.m. to 11 p.m. Station formerly broadcast only 7 hours daily.

From Syracuse Post-Standard
February 1, 1948
added to the tax bills of the owners.
Hillegas' Anti-Fire Proposals Lauded
Fred Hillegas, WSYR news commentator, was complimented in a letter yesterday by Percy M. Hughes, Jr., president of the board of education, for suggesting that the school system maintain a reserve supply of fire hose, panic locks and other anti-fire materials.
Hughes' letter to Hillegas stated:
"Members of the board education receive so much destructive criticism that it is refreshing to receive some of a constructive nature. I think your suggestions are well taken and I believe they can be put into effect without delay."

The Public be SERVED!

WSYR's public service has won an alert, loyal audience. This story of Fred Hillegas is a case in point.

The 300,000 families in rich Central New York don't just hear . . . they *listen*. They listen to WSYR's public service suggestions . . . they listen to WSYR's sales messages. And last year they spent *NINE HUNDRED MILLION DOLLARS* on retail purchases alone.

That's WSYR's story of leadership . . . a listening audience in a prosperous market. It can add up to more sales for you.

WSYR
SYRACUSE

570 Kc — 5000 watts — NBC Affiliate in Central New York

Headley-Reed, National Representatives

RSHIP IS EARNED • LEADERSHIP IS EARNED • LEADERS

HERE IS YOUR BE

Whether it be AM, FM or TV, Here is broadcasting's best business opportunity

For radio stations, National Spot is the most profitable form of business. It pays the highest rate per unit of time. And for the future it has the greatest potential for new development. Its potential volume is practically unlimited.

For new stations and for established ones feeling the first pinch of competition, National Spot offers a vast field of new business prospects. There are thousands of such prospects, national, regional and sectional, now paying national rates in competing media. This vast reservoir of new business might be opened for radio stations if we had a little cooperation, coordination and a united front.

Even without cooperation National Spot has grown into big business. It has reached the amazing volume of $100,000,000 a year. In ten years it has increased 276%, which is faster than any other competing medium. How much further and faster might it grow with some national cooperative effort? With all of this, there has been comparatively little national program business. Why? Since the days of the Chevrolet "Musical

Paul H. Raymer Company

NEW YORK • BOSTON • DETROIT • ATLANTA

BEST BUSINESS

Moments" program twelve long years ago there has been no other program on a truly national scale. Out of the thousands of prospects there should be scores of such program advertisers. There should be big name, big talent, "Hooperated" programs on transcriptions or film that are expandable from station to station in the national market. This is the quality of business stations need and deserve.

National Spot is in itself one of the most important advertising mediums the country has ever known. It is a way, a system of doing business, of merchandising and selling goods. It has unique advantages not available in any other medium. It is basically competitive as a medium with national network, national newspapers, magazines and "outdoor." All of these competitors are well organized: all have national cooperative direction, promotion and research.

Our competition is busy—but our own great medium, radio's most profitable business, is still in a state of "every man for himself." We must have a united front to present to advertisers. If National Spot can show such an amazingly healthy growth without benefit of cooperation—how much faster might it grow with just a little of it? Whether your business be AM, FM or TV, the potential for National Spot is tremendous. We need a National Spot Business Association.

Inc. • Radio Advertising

CHICAGO • LOS ANGELES • SAN FRANCISCO

Editorial

TV and Box Office

THE NATIONAL COLLEGIATE ATHLETIC Assn. is circularizing its members to get their views on the effect of television on attendance at their athletic events.

Just to be helpful, we'd like to offer a few exhibits for NCAA consideration.

Last year's World Series, first to be televised and played in New York, the city with the most television sets, broke all attendance records.

WKRC Cincinnati, which presents the Golden Gloves amateur bouts in that city, last year drew 3,467 persons to the tournament, lost money. This year, WKRC permitted WLWT, video station of WLW Cincinnati to televise the Golden Gloves bouts. Attendance was 7,283, more than twice that in 1947. "We made up last year's deficit with plenty left over," declared WKRC's manager, Hulbert Taft Jr.

In Milwaukee, where the New Year's boxing show was not televised for fear of keeping people away, the Golden Gloves tournament, staged by the *Milwaukee Journal*, was covered by the cameras of WTMJ-TV *Journal* television station. Result, according to *Journal* Sports Editor R. G. Lynch, was that the 1948 Golden Gloves bouts "broke all attendance records, with sellouts the last two nights."

Twenty years ago sports promoters and college coaches were pondering what effect broadcasting their events might have on the receipts. Time provided the answer and today the microphone is as much a part of the sports scene as the referee's whistle. From preliminary evidence such as that outlined above it seems probable that soon the microphone and the video camera will be fulltime fellow occupants of the broadcasting booths in the nation's sports arenas.

Slick Tricks

THERE are tricks to every trade. None of them, apparently, are trickier than those of the glib and canny operators who plan the strategy of some of the "progressive" groups.

All broadcasters are familiar with the usual devices of the professional politician in the heat of campaign. They are prepared to cope with name-calling and mud-slinging of the conventional sort.

But they must expect a new device during the Presidential campaign, judging by the revelations of progressive leaders at a North Carolina students rally [BROADCASTING, March 8]. An excerpt from the instructions given by Wallace-for-President organizers tips off what's to come. The radio instructions said, "A good trick is to offer four persons to debate the third party issue or other issues. You don't bother to explain that all four are pro-Wallace."

The warning is obvious. Station managers, and all responsible for political policies, must watch closely for hidden gimmicks. The campaign will be rough and tough. There is more at stake than usual, judging by early signs.

And judging by activity around headquarters of the old line parties, radio more than ever will carry the issues to the public. The parties will buy national time to the limit of their budgets, and local political groups are drawing up extensive radio campaigns.

It's Later Than You Think

ALL THOSE in favor of screwball time (i.e., standard time in some states and cities and daylight time in others) should not waste their time reading this dissertation. Those interested in correcting this abuse of an unsuspecting public (as well as of their own staffs) twice a year should lend an ear and then put a shoulder to the legislative wheel.

Sen. Clyde Reed (R-Kan.) has introduced a bill (S-2226) for uniform DST beginning this year. Hearings are scheduled for the week of March 22 before a subcommittee of the Senate Interstate Commerce Committee. Virtually all services operating in interstate commerce are for uniform time, and since most of the metropolitan areas operate on DST anyway, they're for uniform DST.

No legislation ever is enacted by osmosis. It takes affirmative action. Members of Congress, as the elected representatives of their constituents, feel they are moving in the public interest when their public evinces an interest.

Twice a year (the war years excluded) broadcasters, advertisers, agencies, station representatives, all run pressures in revising schedules to conform with DST shifts in the program-originating centers. This activity probably has contributed in no small measure to the ulcer as radio's occupational ailment. Listeners in non-DST areas are driven to distraction—or away from their radios—because of the stirring up of program schedules.

On the West Coast the industry has already been served its portion of confusion six weeks ahead of the rest of the nation. The extreme drought experienced by California and the resultant need for power conservation forced the state to begin daylight time yesterday, while Oregon and Washington continued standard time. ABC, CBS and Don Lee-Mutual decided to go along with California but NBC is sticking to standard time.

Senator Reed is interested in correcting such abuses. Otherwise he wouldn't have introduced his bill. But he can't call hearings unless real interest is manifest. Sure the carriers will act. But you can't let the common carrier George do it alone. The members of the Senate Interstate Commerce Subcommittee are: Sen. Reed, chairman; Owen Brewster (R-Me.), and Ernest W. McFarland (D-Ariz.).

It *can* be done at this session, and before the switchover in April if enough broadcasters, advertisers and agencies let their elected Senators know they're interested. You don't have to come to Washington to testify, if you're too busy. Say so in a letter to your Senators (whether they're on the Committee or not). Give them your reasons. Volunteer to appear if you can.

This isn't an earth-shaking matter that spells the success or failure of radio. But it is an important operational problem that can be settled once and for all time by team-work with the legislators who want to work with you toward making life a bit more pleasant, and less expensive.

Time is running against you right now. By the clock, it's later than you think.

ONE ANSWER to current rash of newspapers experimentally charging space rates for radio logs appears in Borger (Tex.) News-Herald. *Enterprising local advertiser, the Crosley distributor, knowing high readership interest in radio schedules, uses KHUZ's log as eyecatcher for his newspaper ad. He prints it in full each day. Reports from KHUZ are that advertiser is well pleased with results.*

Our Respects To—

JOHN ESAU

THE BUSINESS success John Esau has achieved in his 13 years with KTUL Tulsa has gone hand-in-hand with his tireless activities in public affairs. A long list of civic interests occupies much of his time, and his name is well known throughout Tulsa and the whole of Oklahoma.

Now only 38 years old, Mr. Esau is vice president and manager of the station and adviser to the Griffin Radio Interests, owners of KTUL and KOMA Oklahoma City.

Born in Beatrice, Neb. March 7, 1910, Mr. Esau attended the U. of Nebraska, then enrolled in the art academy at St. Louis, Mo. In the early '30's he went to Tulsa where he established a commercial art and display agency.

Though engrossed in his work, he was not so engrossed that he failed to notice a Tulsa girl, Bobbe Williams, whom he met, fell for and promptly married. The Esaus now have two children, Susan, 5, and John Bedford, 3.

In 1935 he looked toward radio, and in that year was named merchandising director for KTUL. In the spring of 1936 he went to Ponca City to become manager of WBBZ, remaining in this capacity until July 1938 when he became general manager of KASA Elk City, Okla. Mr. Esau held this post until December 1938, then returned to Tulsa and KTUL in January 1939.

Seven years after joining KTUL originally he became national sales and promotion manager of the station. Upon the death of Manager William Gillespie, Mr. Esau was named general manager.

Mr. Esau's civic interests dominate his life, and parallel his business career. He is now in his fourth year as chapter chairman of the Tulsa County Chapter of the American Red Cross, and has been a delegate three times to the national meetings of the Red Cross delegates.

He is also a member of the board of directors of the Tulsa Chamber of Commerce, the Rotary Club, the Tulsa Symphony Assn. and the Tulsa Little Theatre.

In addition he is a member of the Green-T Club, he works in the radio division of the Better Business Bureau, is active in the National Council of Christians and Jews, the YMCA, Hey Rube Inc., Variety Club, to say nothing of his active participation in the NAB.

Last spring he also assumed the chairmanship of the exhibits division of an industrial tour projected by the leading businessmen for the entire State of Oklahoma. The exhibits were state-wide in scope, pointing out

(*Continued on page 56*)

More People THAN WASHINGTON, D. C.

In WOAI's daytime primary area, there are more people than live in our crowded national capital. And their occupations are far more diversified. There are plain dirt farmers, cattlemen, oilmen, city dwellers and many others.

This is a wealthy market. In the San Antonio livestock market alone, last year, over $60,475,000 were paid to stockmen for their livestock. The total effective buying power of the area is estimated at $1,088,542,000.*

The wants of these people are as diversified as their occupations. See your Edward Petry representatives for further information and facts showing how WOAI will tap this rich area for you.

*Sales Management 1947 Survey of Buying Power.

25 Years of Service
WOAI
San Antonio
NBC • 50,000 WATTS • CLEAR CHANNEL • TQN

By any check you use—it's
WOAI

Represented by EDWARD PETRY & CO., INC. -- New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston

WFBC SERVES 648,661 PEOPLE

With primary coverage of a prosperous 13-county area, WFBC reaches at least 92,588 radio homes where income is high.

NBC for the GREENVILLE-SPARTANBURG ANDERSON MARKET TOPS IN SOUTH CAROLINA

In this market, where the people are profitably employed in hundreds of diverse industries, businesses, and in farming there are

Retail sales of $124,979,000

NBC FOR ALL THREE
GREENVILLE-SPARTANBURG-ANDERSON MARKETS

WFBC
GREENVILLE SOUTH CAROLINA
5000 Watts 19 Hours Daily
THE NEWS-PIEDMONT STATION
REPRESENTED BY AVERY-KNODEL, INC.

RADIO NEWS

TALKS ON RADIO news audience research and discussions of the application of findings resulting from such research to the problems of radio newsmen featured Second Annual Radio News Short Course of the U. of Minnesota School of Journalism March 5-6 in Minneapolis.

News is thoroughly established as radio's most desired program offering, Dr. Kenneth Baker, NAB research director, told the newsmen at opening session March 5. Mr. Baker discussed NAB audience studies as they relate to news operations, told of findings of the 1946 National Opinion Research Center study and gave an off-the-record preview of the second NORC study [BROADCASTING, March 8].

Dr. Wilbur Schramm, director of the U. of Illinois Institute of Communications Research, reporting on radio news audience studies made by himself, Forest Whan and Hugh M. Beville Jr., said such studies indicate that news-listener comprehension and retention decrease when a 15-minute news period offers more than 30 individual stories and when the news announcer's speed rises above 160 to 180 words a minute.

Larry Lesueur, CBS United Nations correspondent, addressing a banquet session, said the work of the war correspondent is relatively simple compared to that of a radio reporter covering international political developments.

Other speakers and subjects they discussed were:

Chris Mack, farm director, WNAX Yankton, S. D., agricultural news; Charles D. Hilton, news director, KGLO Mason City, Iowa, cooperation between Iowa stations and state highway commission and highway patrol on weather news; Jack Swenson, news editor, WDAY Fargo, N. D., special events in the smaller station; Soren Munkhof, news director, WOW Omaha, local and regional news coverage; Paul Ziemer, news editor, WKBH LaCrosse, Wis., legal and practical angles of radio reporters' access to news; Ray Thompson, news editor, KROC Rochester, Minn., special problems of a radio news operation in a highly-specialized community such as Rochester, and Sig Mickelson, news and special events director, WCCO Minneapolis, who warned against "letting your news shows be edited by a wire service coming out of New York or Chicago."

Respects

(*Continued from page 54*)

relatively little-known facts concerning Oklahoma's advantages as an industrial site.

His public service activities go beyond the actual joining of civic organizations, however. And under Mr. Esau's guidance KTUL has won much recognition for its public service.

When the tornado struck Woodward, Okla. last spring, Mr. Esau organized a crew of staff members to drive to Woodward to act as an information link between the disaster area and worried relatives in Tulsa and northeastern Oklahoma. Early the following morning, Mr. Esau went on the air to announce that persons unable to get word of their relatives in Woodward, due to the telephone strike, had only to call KTUL and the staff crew would get the information for them.

Seventy-three persons with relatives in Woodward, which is about 200 miles west of Tulsa, established contact with relatives through the KTUL mercy crew.

It was also under Mr. Esau's ægis that KTUL moved to its new centrally-located "Boulder-on-the-Park" home. In the modern, three-story building equipped with the latest in acoustical design, KTUL staffers feel that they have the best in location and convenience, as well as in up-to-date radio facilities. KTUL also has a CP for an FM station.

Minn. Course Analyzes Editor's Problems

No Deletions

THAT American freedom of speech proves a constant source of amazement to Europeans was aptly demonstrated again at WGN Chicago. Scheduled to appear on a recent broadcast, Stanislaw Mikolajczyk, Polish Peasant Party leader, had his secretary call the station to ask what subjects were taboo. "Avoid obscenity and libel, and other than that, say what you think," Robert Hurleigh, WGN news editor, replied. After a pause, the secretary said Mr. Mikolajczk simply emitted an ejaculation of surprise. Later he explained that once during an election, he spoke over the Russian-controlled radio in Poland—but not until the censor had deleted almost 75% of his script before the broadcast.

"FILM on Television" will be discussed by a six-man roundtable at next meeting of Hollywood Advertising Club to be held March 29 at Tom Breneman's Restaurant, Hollywood. Panel includes Archie Mayo, Larry Finley, Rudy Vallee, William Bacher, Don McNamara and Lew Landers.

News

BOB LYLE, former director of sports and special events at WGBS Miami, Fla., has been named night news editor of KMOX St. Louis. Prior to war service with Navy, Mr. Lyle had been staff announcer with KMOX and previously was with WGPC Albany, Ga., WTAX Springfield, Ill., and KXOK St. Louis.

AL DONALDSON, formerly with WKY and KOMA Oklahoma City, as sportscaster, has been signed to handle play-by-play descriptions of Shreveport sports in Texas League over KENT Shreveport.

T. R. (Bob) LETTS, who was executive secretary to San Francisco's former mayor, Roger D. Lapham, from 1944 to 1948, has joined KNBC San Francisco. He temporarily is attached to news and public affairs department, where he will study operations of NBC and KNBC. His permanent assignment is to be announced later.

BILL MAZER, formerly with WHN New York, has joined WKBW Buffalo, as sports announcer.

BILL CANADY, news commentator and former newspaperman, has been appointed news director of WINZ Hollywood, Fla.

BILL MOSHIER, director of farm programming for KJR Seattle, is now writing weekly column on farming and farm economics for 35 newspapers in western Washington.

WTMJ-TV Milwaukee signed for **TELE-NEWS-INS-INP** weekly newsreel effective March 7, International News Service has announced. Other subscribers are WABD New York, WBKB Chicago, WWJ-TV Detroit.

JAMES H. DOOLEY, former newswriter of KFI Los Angeles, has joined NBC Hollywood newsroom to replace **H. LEIGH MATTESON**, who resigned to freelance as science writer.

VIC REED, manager of news and special events for KGO San Francisco, has announced installation of two-way radio telephone service in station's special events station wagon. Unit, operating through Pacific Telephone & Telegraph Co.'s Mobile Service, is effective within 30-mile radius of San Francisco. It operates on 157.89 mc.

WTVR Richmond, Va., has signed with **INTERNATIONAL NEWS PHOTOS**, unit of King Features Syndicate, to furnish pictures and accompanying news to WTVR for use in connection with station's proposed news telecasts. Station also has arranged with local photographic firms to furnish daily pictures of local happenings and personalities for use on local news telecasts.

SAM SCHNEIDER, farm chief of KVOO Tulsa, Okla., has been selected by Tulsa Junior Chamber of Commerce as one of ten outstandnig young men of Tulsa in 1947.

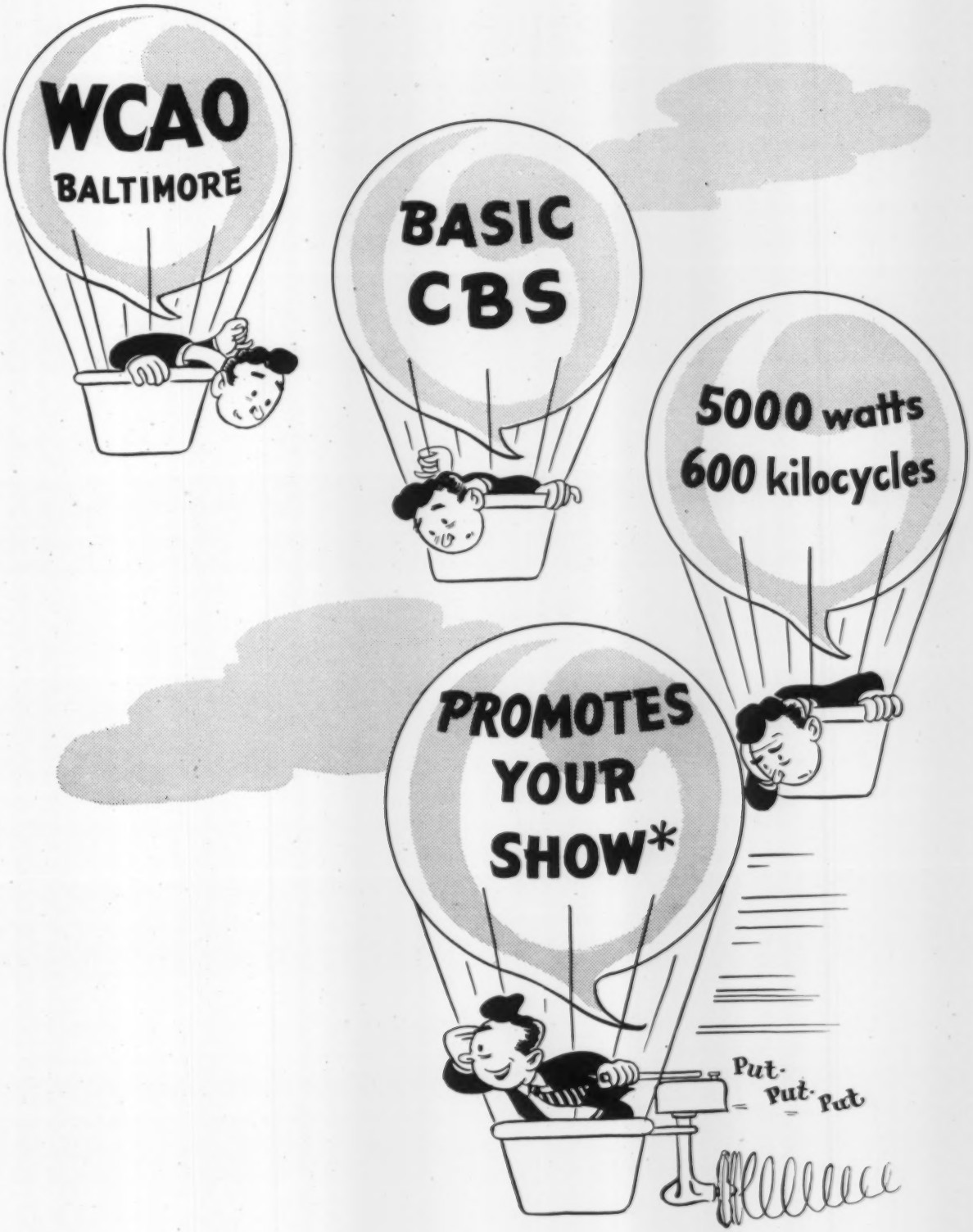
WARREN KESTER, farm editor of WMT Cedar Rapids, Iowa, is the father of a boy, Gary Eugene.

In Utah -

— more than 78% of the population and 86% of the buying income are concentrated in 9 counties where KDYL is the *popular* station.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

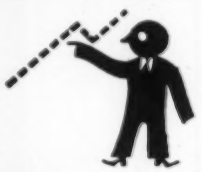
National Representative:
John Blair & Co.



"Always giving something extra!"

*Just ask your
Raymer representative

Agencies



THOMAS REILLY, formerly of Foote, Cone & Belding, and **PETER MARRON**, formerly of Campbell-Ewald Co., both New York, have joined media department of Kenyon & Eckhardt, New York.

BIOW CO., San Francisco office, has announced following additions in personnel: **NORMAN E. MORK**, former general manager of Johnson Adv. Service, San Francisco; **ARTHUR RICHMOND**, formerly with Doherty, Clifford & Shenfield, New York, and **JAY HANNAH**, former production manager of Hannah Adv., San Francisco.

CLARENCE HATCH, vice president of D. P. Brother & Co., Detroit, has been appointed executive vice president and **CARL GEORGI Jr.** has been named vice president. Both men have been with

Mr. Hatch

Mr. Georgi

the Brother agency since its founding in 1934. Mr. Hatch will continue as account executive on Oldsmobile account and Mr. Georgi remains as director of all media for agency.

LUTHER H. WOOD, director of research of Sullivan, Stauffer, Colwell & Bayles, New York, has been elected vice president of that firm.

ROGERS & SMITH, Chicago, which recently opened office in Dwight Bldg., Kansas City, Mo., has purchased Kansas City office and business of Abbott Kimball Co. Inc. of Missouri. Operating staffs of Kansas City offices have been consolidated in Rogers & Smith's enlarged office. Rogers & Smith and Abbott Kimball Inc. are in no way affiliated and each will continue its respective national operations. **B. G. (Doc) WASSER**, vice president of Kimball's Kansas City office, and **D. B. MINDLIN**, manager, have joined Rogers & Smith. Mr. Wasser is account executive and administrative executive of Kansas City office. Mr. Mindlin has been named account executive. Other account executives are **JOHN M. STRATTON** and **JAMES COY. RICHARD FARRELL** is production manager.

ALEC PHARE, radio director of R. C. Smith & Son, Toronto, is author of the seventh of series of booklets "What Time Buyers Want to Know," issued by W. C. Wright, Toronto station representative.

JOHN T. LYONS, former assistant advertising manager and publicity director for Bowman Gum Co., has joined public relations staff of Gray & Rogers, Philadelphia. During the war Mr. Lyons was continuity chief of American Forces Network in Europe. In 1945 he worked with British Broadcasting Corp. in covering opening of Parliament.

BOOKER-COOPER Inc., West Coast agency, has moved its offices from Los Angeles to Tarzana, Calif., Ventura and Reseda Blvd. Telephone: ZEnith 3369.

RICHARD B. ATCHISON, head R. B. Atchison Adv., Los Angeles, leaves March 17 for month's extended business trip through Texas, Arizona and West Coast cities.

BRAD-VERN, VAN DIVER & CARLYLE Inc., New York, has changed name to **VAN DIVER & CARLYLE Inc.** Change is for simplification only wtih no change in ownership, management or operations, according to agency officials.

PACKARD & PACKARD Adv., Los Angeles, has started radio division with appointments of **STANLEY HELMS, LARRY PARSONS** and **ARTHUR ZALKIN** to sales staff. Radio director and further staff will be named in near future.

GILBERT T. UNGER, formerly with advertising department of Singer Sewing Machine Co. as copy writer, and **DONALD PEACE**, formerly with Erwin, Wasey & Co., New York, have joined traffic-production department of Geyer, Newell & Ganger, New York.

ROSE TOTH, former publicity director of Ann Haviland perfumes, and most recently with Geyer, Newell & Ganger, New York, has joined Hirshon-Garfield, New York, as director of cosmetic and fashion publicity.

FRED FIDLER, has rejoined J. Walter Thompson Co., New York, as account representative in San Francisco office, effective March 15, after an absence of nearly four years. During that time he headed his own company for experimental programming in the television field.

Mr. Fidler

MORETON ABBOTT, on leave of absence for several months, has returned to Lynn Baker Inc., New York, as copy director. **DAVID FACKLER** has joined the agency's media department.

E. M. TIETLER, who has been with Dorland Inc., New York, for past two years as controller of production, has been elected vice president in charge of production services.

ROBERT McKENZIE, former owner of Hutson-McKenzie Adv., Amarillo, Tex., has organized a new agency, Intercession Corporation, Amarillo and Dallas, of which he is president. Other officers are **ASHLEY HALE**, vice president in charge of Dallas office, and **IGNATZ SAHULA-DYCKE**, secretary and director of planning. Offices are at 415 Pierce St., Amarillo, and 2413 North Pearl, Dallas.

KENNETH R. McMATH, most recently head of his own agency in New York and previous to that member of plans department of N. W. Ayer & Son in New York and Philadelphia, has joined Roy S. Durstine Inc., New York, as member of executive staff specializing in package goods.

JACK THOMPSON, formerly with Laurence H. Selz, public relations firm, has joined William R. Harshe Assoc. Inc., Chicago office as account executive.

EARL RICHARDS and **BILL BRYAN** have been named vice presidents of Wilhelm-Laughlin-Wilson & Assoc., Houston, Tex. Both men have been with the firm since 1943.

JOSEPH L. BARRETT has been appointed director of trade association activities for Advertising Council. It was announced last week by **CHARLES G. MORTIMER Jr.**, chairman. Mr. Barrett will continue to hold similar position with Committee for Economic Development. His work with Advertising Council, according to Mr. Mortimer, will be "to assist in the formation and execution of the Council's new policy of making its structure and facilities more widely known to businessmen and business groups within and outside of the advertising industry."

Mr. Barrett

LORRAINE GREENE, formerly assistant account executive with Sterling Adv., New York, has become account executive for Lester Harrison Inc., New York.

FRED GARDNER Co. has moved from 441 Lexington Ave., New York, to 202 E. 44th St. Telephone: Murray Hill 7-4626.

THOMAS W. HUGHES, vice president of National Export Adv. Service, New York, has returned from Puerto Rico, where he completed arrangements in appointing Badillo & Valencia Inc. as National Export's associate agency in that market. Appointment brings number of National Export's associate offices to 40 in 35 countries.

RICHARD A. HALDERMAN, former sales manager of Great Atlantic & Pacific Tea Co., and **JACK B. FEIX**, formerly with E. M. Freystadt Assoc., New York, have joined Young & Rubicam's New York office.

EUGENE A. POWERS, former copywriter at Dancer-Fitzgerald-Sample Chicago, has joined MacFarland, Aveyard & Co., Chicago, in similar capacity.

WELDON O. YOCUM, former account executive at Beaumont & Hohman Inc. Chicago, has joined C. Wendel Muench & Co., Chicago, in similar capacity.

JAMES PEASE, formerly with Chicago Herald-American in advertising and promotion capacities, has joined Salem K. Baskin Adv., Chicago, as account executive. He also will be in charge of radio.

HOWARD W. GAMBRILL, treasurer of Glasser-Gailey Inc., Los Angeles, and Virginia Scott have announced their marriage.

SLEEPER BY BORDEN

Toys Donated for Identifying Man by His Snores

BORDEN Co.'s zany audience participation show on CBS, *County Fair*, scheduled a "giveaway to end all giveaways" on its broadcast last Saturday. A participant was asked only to identify "The Sleeping Man."

Prizes offered for the successful unveiling were a house full of furniture, a car, an airplane, a boat, a phonograph, a fur coat, a freezing unit, a washing machine and a sea voyage for two. When unwrapped the prizes were to be disclosed as follows: House full of furniture was doll size; car, airplane and boat were toys; phonograph was of nursery dimensions; fur coat was a live rabbit; freezing unit was an ice cube; washing machine was a washboard, and sea voyage was a five-cent trip on a Staten Island ferry.

The "Sleeping Man" was to be the husband of whatever female participant was chosen to appear on the show. It was hoped the woman could identify him by his snores.

Tucker Sponsors

TUCKER CORP., Chicago, will sponsor *Speak Up America* on ABC [BROADCASTING, Feb. 23], a new forum type quarter-hour program featuring John B. Kennedy, in a brief discussion of the day's leading question, followed by guest speakers versed in the topic under discussion, effective April 4, Sundays 4-4:15 p.m. Each week the listener writing the best 50-word letter on the question under discussion will receive a "Tucker 48" automobile. Second prize will be a radio-phonograph console set. In addition, 18 other prizes will be awarded to letter writers. Preston Tucker, president of Tucker Corp., will deliver the commercial messages. Roy S. Durstine Inc., Chicago and New York, is the agency. Mr. Tucker will have to join AFRA and pay his initiation fee of $50 in order to announce the commercials.

6:00 AM to 6:00 PM

WCPO

is first or second

73%

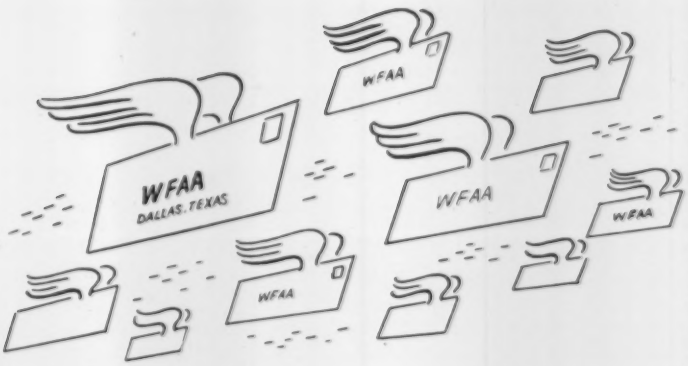
of the 1/4 hour periods, according to the latest Cincinnati, Ohio CONLAN SURVEY

Affiliated with The Cincinnati Post

WCPO CINCINNATI NEWS STATION

Represented by The BRANHAM CO.

THE *Story* OF A GOOD PROGRAM, CREATED AND PRODUCED BY WFAA



Hackberry Hotel

PULLED IN 23,585 Pieces of Mail IN 45 DAYS!

Hackberry Hotel is a 15-minute comedy program, created and produced by WFAA...broadcast Mondays through Fridays from 12:30 to 12:45 P. M. over WFAA on 570 kilocycles at 5,000 watts.*

On February 17 this program had been broadcast 1,150 times ... on the air since 1943 ... and one of its two main characters, "Little Willie," who is now the little colored bellboy of Hackberry Hotel, was created February 2, 1931, *17 years ago!*

Like many of WFAA's programs, Hackberry Hotel has built a *big, loyal* audience ... so big, and so loyal that when an offer of "Little Willie's" Joke Book was made during a two-week period of this program, 23,585 request letters were received in the next 45 days!

That's results! But more than results, it's an indication of WFAA's ability to create and produce a show that pulls ... and it's an indication of WFAA's *popularity* and *coverage* throughout the big, rich Southwestern area it serves.

*Sponsored by Armstrong Packing Company.

ADVERTISERS AND LISTENERS CONTINUE TO *RELY* ON WFAA TO LEAD THE WAY IN THE SOUTHWEST.

Here's Why:

★ Largest, Most Experienced Staff

WFAA offers by far the largest, most complete and experienced staff of any station in the Southwest.

★ Proven, Popular Programming

WFAA constantly shows top ratings with both network and locally created programs of proven popularity.

★ Complete, Modern Facilities

WFAA offers every phase of modern progressive broadcasting—creating, writing, producing, transcriptions, merchandising—many more.

★ Complete, Effective Coverage

With a primary coverage on 820 kilocycles with 50,000 watts embracing 965,570 radio homes, on 570 kilocycles at 5,000 watts embracing 507,230 radio homes. (Daytime coverage, BMB.)

Station **WFAA**

DALLAS, TEXAS

820 NBC 570 ABC

TEXAS QUALITY NETWORK

Radio Service of the Dallas Morning News

and **WFAA FM**

***Represented Nationally by* EDWARD PETRY and COMPANY**

See Western's Exhibit at the I. R. E. Radio Show

Grand Central Palace, New York—March 22-25

Electron Tubes

Speech Input Equipment

FM Frequency and Modulation Monitor
Combines all the features you want in an FM Monitor

Antenna Coupling Unit

Mobile Radio Telephone

Loudspeakers
Western Electric's new line—from the small 8-watt 755A to the superb two-unit, 30-watt 757A

Microphones

Deposited Carbon Resistors

"Disc Jockey" Control Desk

Marine Radar
50A radar—a brand new navigation instrument...designed after two years of operational tests

FM Transmitter

Thermistors

Railroad Program Distribution Equipment

Radio Program Dispatching System

Varistors

AM Phase Monitor

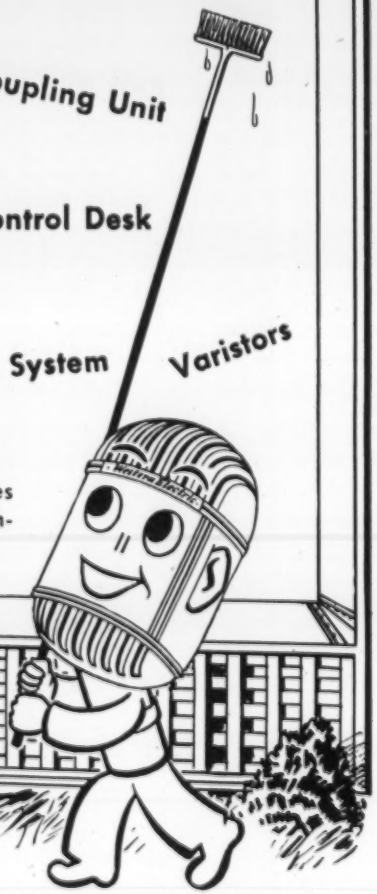
FM Power and Impedance Monitor

Fastax Camera
You'll see motion pictures made by this super-high-speed camera.

Reproducers and Turntables

AM Transmitter

Quartz Crystals



Western Electric

—QUALITY COUNTS—

Distributed by Graybar — Offices in 32 Principal Cities

DISTRIBUTORS: IN THE U.S.A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Co., Ltd.

DISTRIBUTORS: IN THE U.S.A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Co., Ltd.

— QUALITY COUNTS —

ACTIONS OF THE FCC

MARCH 5 to MARCH 11

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

March 5 Decisions . . .

DOCKET CASE ACTION

AM—630 kc

Announced decision (Comrs. Coy and Sterling not participating; Comrs. Hyde and Jones dissenting) granting application of American Bcstg. Corp. to change facilities of WLAP Lexington, Ky., from 1450 kc 250 w unl. to 630 kc 1 kw-N 5 kw-D DA-DN. At same time applications of Scripps-Howard Radio Inc. to change facilities of WCPO Cincinnati from 1230 kc 250 w unl. to 630 kc 1 kw-N 5 kw-D DA-DN and Queen City Bcstg. Inc. for new station at Cincinnati to operate on 630 kc 1 kw-N 5 kw-D DA-DN were denied. Comrs. Hyde and Jones voted to grant application of Queen City Bcstg. Inc.

March 5 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KYOR San Diego, Calif.—Mod. CP which authorized increase power, etc. for extension of commencement and completion dates.

KYNG Idaho Falls, Idaho—Mod. CP new standard station for extension of completion date.

License for CP

WIRL Peoria, Ill.—License to cover CP new standard station and specify studio location as 115 N. Jefferson St.

AM—930 kc

Valley Bcstg. Corp., Holyoke, Mass.—CP new standard station 930 kc 500 w D.

AM—1390 kc

Neponset Radio Corp., Norwood, Mass.—CP new standard station 1390 kc 500 w D.

License for CP

WBUY Lexington, N. C.—License to cover CP change frequency, etc.

KTOW Oklahoma City, Okla.—License to cover CP new standard station.

AM—1280 kc

R. G. LeTourneau, Longview, Tex.—CP new standard station 960 kc 5 kw D AMENDED to change to 1280 kc 1 kw.

License for CP

KBUH Brigham City, Utah—License to cover CP new standard station.

Modification of CP

KOVO Provo, Utah—Mod. CP change frequency, etc., for extension of completion date.

License for CP

KRKL Kirkland, Wash.—License to cover CP new standard station.

AM—1230 kc

John R. Tomek, Wausau, Wis.—CP new standard station 1230 kc 250 w unl.

License for CP

KOWB Laramie, Wyo.—License to cover CP new standard station.

Modification of CP

WSAV-FM Savannah, Ga.—Mod. CP new FM station for extension of completion date.

WTAD-FM Quincy, Ill.—Same.

WFBR-FM Baltimore—Same.

WHAV-FM Haverhill, Mass.—Same.

KWRN-FM Reno, Nev.—Same.

WRPA Syracuse, N. Y.—Same.

KGPO Grants Pass, Ore.—Same.

KMED-FM Medford, Ore.—Same.

WIBG-FM Philadelphia—Same.

WPIT-FM Pittsburgh—Same.

FM—99.9 mc

Inter-City Bcstg. Co., Providence, R. I.—CP new FM station (Class B) on frequency to be assigned by FCC, ERP 16.4 kw, AMENDED to specify Channel 260, 99.9 mc, and make changes in ant. system.

Modification of CP

WSM-FM Nashville, Tenn.—Mod. CP new FM station for extension of completion date.

WVUN Chattanooga, Tenn.—Same.

KMHB Belton, Tex.—Mod. CP new FM station change ERP to 12.0 kw, ant. height above average terrain to 317 ft.

KTEM-FM Temple, Tex.—Mod. CP new FM station to change ERP to 1.9 kw and change commencement and completion dates.

WLPM-FM Suffolk, Va.—Mod. CP new FM station for extension of completion date.

WKBH-FM LaCrosse, Wis.—Same.

KGO-TV San Francisco—Mod. CP new commercial television station for extension of completion date.

TV—198-204 mc

Leland Holzer, San Francisco—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 3.0 kw, aur. 1.5 kw and unl.

Modification of CP

KRON-TV San Francisco—Mod. CP new commercial television station for extension of completion date.

WMAL-TV Washington, D. C.—Same.

WENR-TV Chicago—Same.

WNBQ Chicago—Mod. CP new commercial television station to change aur. ERP from 21.8 kw to 11.75 kw.

TV—82-88 mc

Maryland Bcstg. Co., Baltimore—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 1.702 kw, aur. 0.851 kw and unl.

Modification of CP

WAAM Baltimore—Mod. CP new TV station to extend completion date.

TV—198-204 mc

Advertisers Press Inc., Flint, Mich.—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 2.930 kw, aur. 1.465 kw. and unl.

TV—60-66 mc

May Bcstg. Co., Omaha, Nebr.—CP new commercial television station on Channel 3, 60-66 mc, ERP vis. 17.83 kw, aur. 8.915 kw and unl.

Modification of CP

WRGB Schenectady, N. Y.—Mod. CP TV station changes, for extension of completion date.

TV—186-192 mc

Surety Bcstg. Co., Charlotte, N. C.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 27.805 kw, aur. 13.903 kw and unl.

TV—54-60 mc

Greensboro News Co., Greensboro, N. C.—CP new commercial television station on Channel 2, 54-60 mc ERP vis. 1.67 kw, aur. 0.835 kw and unl.

Modification of CP

WDTV Pittsburgh—Mod. CP new TV station for extension of completion date.

TV—76-82 mc

C. C. Woodson d/b as The Amarillo Television Co., Amarillo, Tex.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 1.85 kw, aur. 0.925 kw and unl.

TV—180-186 mc

C. C. Woodson d/b as The Austin Television Co., Austin, Tex.—CP new commercial television station on Channel 8, 180-186 mc, ERP 4.25 kw, aur. 2.17 kw and unl.

TV—82-88 mc

C. C. Woodson d/b as The Lubbock Television Co., Lubbock, Tex.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 1.85 kw, aur. 0.9 kw and unl.

AM—ST Link

John F. Easley, Ardmore, Okla.—CP new ST link station on 940.194 mc 25 w, emission special for FM and unl.

License for CP

W1XJE Westinghouse Radio Stations Inc., Area of Boston—License to cover CP which authorized new experimental television relay station W1XJE.

LICENSE RENEWAL

Applications for renewal of standard broadcast license filed by: KAKC Tulsa, Okla.; KFBI Wichita, Kan.; KGBC Galveston, Tex.; KJBS San Francisco; KSMO San Mateo, Calif.; KTHS Hot Springs, Ark.; KVSM San Mateo, Calif.; KWJJ Portland, Ore.; KWKH Shreveport, Louisiana; WGAT Utica, N. Y.; WBCC Bethesda, Md. Applications for renewal of FM broadcast license filed by: WBCA Schenectady, N. Y.; WEFM Chicago; WELD Columbus, Ohio; WGYN New York; WHEF Rochester, N. Y.; WJLB-FM Detroit, Mich.; WMOT Pittsburgh; WSM-FM Nashville, Tenn.; WTIC-FM Hartford, Conn.; WTMJ-FM Milwaukee; WQXR-FM New York.

TENDERED FOR FILING

Assignment of License

WJJJ Montgomery, Ala.—Voluntary assignment of license from Joseph G. Mathews, E. Judkins Mathews and John C. Mathews, d/b as Southern Bcstg. Co. to Southern Bcstg. Co. Inc.

Modification of CP

KAGH Pasadena, Calif.—Mod. CP to change hours and install DA.

AM—1380 kc

The Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo.—CP new standard station 1380 kc 5 kw D.

AM—1450 kc

Beatrice Bcstg. Co., Beatrice, Neb.—CP new standard station 1450 kc 250 w unl.

TV—60-66 mc

Christina M. Jacobson, tr as The Valley Electric Co., San Luis Obispo, Calif.—CP new commercial television station on Channel 3, 60-66 mc, ERP of vis. 1.74 kw, aur. 0.87 kw.

TV—198-204 mc

Midland Bcstg. Co., Topeka, Kan.—CP new commercial television station on Channel 11, 198-204 mc, ERP of vis. 0.95 kw, aur. 0.425 kw.

TV—180-186 mc

H. J. Williams, M. E. Cousler, Lowell W. Williams and Edward C. Hale, partners d/b as The Helm Coal Co., York, Pa.—CP new commercial television station on Channel 8, 180-186 mc, ERP of vis. 0.7 kw, aur. 0.488 kw.

TV—192-198 mc

City of Dallas, Tex.—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 24.84 kw, aur. 12.42 kw.

March 8 Decisions . . .

Meeting Change

Beginning March 10, Commission weekly en banc meetings will be held on Wednesdays (instead of Thursdays as in past), subject to occasional precedence by higher priority matters.

BY THE COMMISSION

Hearing Designated

Lincoln Bcstg. Co., Springfield, Ill.—Designated for hearing application for new station 970 kc 1 kw unl. DA in consolidated proceeding commencing March 8 in Washington, involving applications in Docket 8043 et al.

BY THE SECRETARY

Licenses for following remote pickup broadcast stations were further extended upon temp. basis only, pending receipt of and/or determination upon application for renewal, for period ending June 1, 1948: WEPA, Edwin H. Armstrong, N. Y.; KABD KAOG KAOY, Don Lee Broadcasting System, Los Angeles; KAAD KEGT, Tarrant Broadcasting Co., Fort Worth; WEOD WBCZ, The Yankee Network, Paxton, Mass., and Portsmouth, N. H.

KNHU Albuquerque Bcstg. Co., Area of Albuquerque, N. M.—Present license for remote pickup station extended on temp. basis only to June 1, pending receipt of and determination upon renewal application of KOB.

KBZY Grand Rapids, Minn.—Granted license for new station 1490 kc 250 w unl. and to specify studio location.

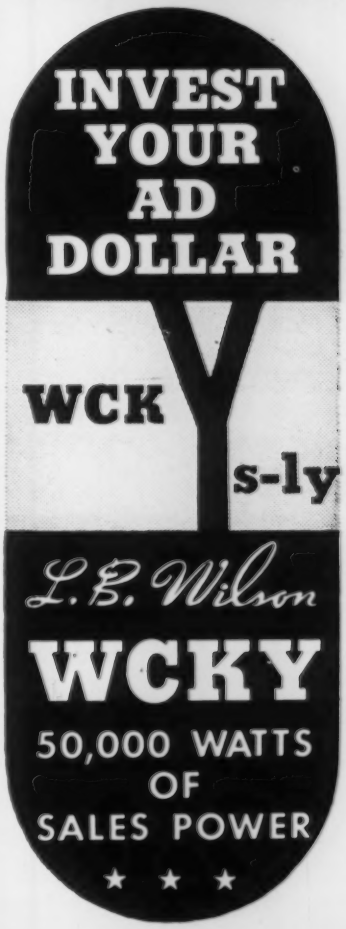
WVOK Birmingham, Ala.—Granted license for new station 690 kc 10 kw D.

WENA Bayamon, P. R.—Granted license for new station 1560 wc 250 w unl.

WSIV Pekin, Ill.—Granted license for increase in power to 1 kw, install new trans. and change studio location.

Following were granted extension of completion dates as indicated: WFIL Philadelphia, to 4-1-48; KMED Medford, Ore., to 9-3-48; KMON Great Falls, Mont., to 7-1-48; WOSH Oshkosh, Wis., to 5-1-48; KFSD San Diego, to 6-18-48; WSAP Portsmouth, Va., to 7-15-48; WKST New Castle, Pa., to 3-15-48; KLO Ogden, Utah, to 7-1-48; KYNG Idaho Falls, Ida., to 10-4-48; KWJJ Portland, Ore., to 4-30-48; KPAC Port Arthur, Tex., to 5-1-48; WDBJ-FM Roanoke, Va., to 7-1-48; WOSH-FM Oshkosh, Wis., to 5-1-48; WHBL-FM Sheboygan, Wis., to 6-15-48; WMUR-FM Manchester, N. H., to 9-15-48; WBIB New Haven,

(Continued on page 64)



Allied Arts

BROADCAST EQUIPMENT Inc., Boston, formerly known as Chris F. Brauneck Inc., has been formally opened, according to Manager **CHRIS BRAUNECK**. Firm, located at 1124 Boylston St. where it has extensive display, studio and office space, represents following organizations: Raytheon Mfg. Co., Wincharger Corp., Andrew Corp., Robinson Recording Laboratory, Pickering Co., Stephen Mfg. Corp. and Radio Music Corp.

RCA's theatre television apparatus, providing pictures 18 by 24 feet and of brightness comparable to those of motion pictures, will be demonstrated about April 1, according to latest plans. Equipment was developed by RCA in cooperation with Warner Bros. and 20th Century-Fox Film Corp. under agreements made last spring. Showing had been originally scheduled for January.

BILL MURPHY, of V.I.P. Services, New York, is the father of a girl, Jeri.

O. B. WILSON has been named industrial manager for eastern sales region of Brown Instrument Div., Minneapolis-Honeywell Regulator Co., Minneapolis. He has been with the firm for 25 years.

AMUSEMENT ENTERPRISES Inc., Hollywood, has obtained video film rights to series of 18 half-hour films featuring cast of La Scala (Rome) Opera Co. Firm plans to sell package to national sponsorship for programming similar to manner in which full-length operas are now aired on standard broadcasts.

VIDEO Assoc., New York, has signed actress **ELISSA LANDI** to exclusive television contract and is developing a new video format for her, company reported.

ELLIOTT and **CATHY LEWIS**, featured in series of Columbia Record albums scheduled for release during summer, have re-titled series "Happy Holidays" instead of "Let's Dream—Volume II."

RICHARD G. NELSON and **J. BENTON MINNICK** have been appointed to newly-created posts of television merchandising managers of Motorola Inc. They will direct Motorola's national television marketing and sales program from headquarters in Chicago.

ERNEST A. MARX, general manager of television receiver division of Allen B. DuMont Laboratories Inc., is on three-week visit to West Coast to study video market conditions there.

ANDREW Corp., Chicago transmission line and antenna equipment manufacturer, has received citation from Illinois department of Disabled American Veterans for "hiring a greater percentage of veterans than any other concern in Chicago."

GEORGE R. McDONALD has been named vice president in charge of finance for Motorola Inc., radio manufacturing firm. Mr. McDonald, who joined Motorola as accountant in 1934, will continue his duties as treasurer, position he has held since 1942.

Mr. McDonald

STARR RADIO PRODUCTIONS, Chicago, has announced sale of two packages—"Starr Stories" and transcribed "Temperatunes"—to National Research Bureau. At time of sale, former series was appearing on 34 stations, while weather jingles were carried by 132 outlets.

BILL ENSIGN, salesman on live network sales for Louis Cowan Productions, New York, has resigned effective March 15. His future plans will be revealed soon.

WILLIAM L. BATT Jr., former commentator on WFIL Philadelphia, was named last week to organize and direct a research division for Democratic National Committee. Mr. Batt has held various economic research positions with the government and private industry for past ten years.

BERT A. DAVIS, former freelance radio writer, has been named radio and television director for Richard H. Roffman, New York public relations firm.

GENERAL ELECTRIC Co., Syracuse, N. Y., has awarded its highest honor, the Charles A. Coffin Award, to six employes of its Electronics Dept. for work of outstanding merit during 1946-47 on transmitter and broadcasting developments. Employes are: **WILLIAM F. GOETTER, ROSS A. LASH**, and **HENRY P. THOMAS** of Transmitter Div., Syracuse; **ROBERT P. WATSON** and **KENNETH C. DeWALT** of Tube Div., Schenectady; **ROBERT B. DOME** of Receiver Div., Syracuse.

RADIO ENGINEERING LABORATORIES Inc., Long Island City, N. Y., has issued booklet on its Model 520 DL 10,000-w FM transmitter and quadriline amplifier.

RCA TUBE Dept. has announced publication of new list of "preferred type" tubes, prepared especially for electronics design engineer and equipment manufacturers. Purpose of list is "to encourage greater concentration on fewer tube types by designers and manufacturers of electronic equipment in the interest of greater economy for the industry as a whole."

RAY STARK, literary department head of M. C. Levee, has been made a partner in artist management firm, with name becoming Levee-Stark Agency.

LYNN TELEVISION Co., Upper Darby, Pa., has introduced new projection model television receiver, Magnavision, which was demonstrated for first time March 4 at Broadwood Hotel, Philadelphia. Receiver, priced at $2,150, can be used in moving picture houses and in home.

INTERNATIONAL TELEPHONE AND TELEGRAPH Corp. has announced acquisition of International Standard Electric Corp. by Federal Telephone and Radio Corp. in move to consolidate its manufacturing activities abroad with those in U. S. Both companies are IT & T subsidiaries.

EVELYN ANKERS, movie and stage actress, has been signed to appear in "Public Prosecutor" series being produced for NBC by Jerry Fairbanks Productions, Hollywood.

BELLE ELECTRONICS Corp., metropolitan New York distributor of Garod radio and television products, has announced opening of new offices and showrooms at 385 Fourth Ave., New York. Open house for more than 500 Garod dealers is to be held at new location for two weeks starting March 15.

MILT ROSNER has moved his Hollywood publicity offices to 8923 Sunset Blvd.

ANNE GWYNNE, screen star, has been signed to appear in series of 16 television films in "Public Prosecutor" series for Jerry Fairbanks Productions, Hollywood.

CHARLES WEISSER and **LEO HAHN** have been appointed president and treasurer, respectively, of Emerson Radio of California, branch of Emerson Radio and Phonograph Corp., New York.

ROY V. PENNEY has been named office and credit manager of the California branch, with headquarters in San Francisco.

JOSEPH C. MARTIN has been appointed director of advertising and sales promotion for London Records, London Gramophone Corp., New York, has announced.

SYLVANIA ELECTRIC PRODUCTS Inc. has acquired substantial minority interest in Thorn Electrical Industries Ltd., London, England, it has been announced by **DON G. MITCHELL**, president of Sylvania Electric. English firm manufactures radio sets and other electrical appliances.

CFRN Edmonton staged a two-hour live talent show recently to aid Edmonton Kinsmen's Club "Food for Britain" campaign, and raised enough food and funds to send 200 food parcels to British families.

PULSE ON TV OWNERS IN N. Y. STARTLING

MORE THAN 40% of New York's television sets are owned by the lower middle and lowest income groups with 13% of all video receivers in the metropolitan area located in homes without telephones, The Pulse reported at the conclusion of its second month of television surveying in February. The Pulse breakdown of video ownership by economic classes showed: Rich, 30.6%; upper middle class, 26.5%; lower middle class 31.3%; poor, 11.6%. Telephone subscribers comprised 87.1% of the video set-owners; non-subscribers 12.9%.

Substantiating the finding of its January video survey, the February study again showed more use of the sets among the non-phone families, all of whom answered affimatively to the question: "Was your television set used yesterday?" Of the telephone families, 82.4% had used their sets.

Televised sports such as boxing, wrestling and basketball had the largest audience, The Pulse reported, but added that regular non-sports programs such as *Camel Newsreel* on WNBT, *Small Fry Club* and Walter Compton's news program on WABD, have established sizable audiences.

Technical

GEORGE REEVES, master control room supervisor of WABD New York, has been named operating engineer. **WILLIAM FLYNN**, former master control video engineer, has been named master control supervisor, and **MICHAEL McMULLEN**, veteran radio engineer, joins WABD as studio "A" supervisor of operations.

ARTHUR F. SCHOENFUSS, former television engineer for CBS New York, has been appointed chief engineer of new WXKW Albany, N. Y.

DANNY CORRIGAN, formerly with KYOS Merced and KCOK Tulare, Calif., has been named chief engineer of KKIN Visalia, Calif.

ROBERT CRON and **ELMER CAWTHON**, both formerly with WBKB Chicago, have joined engineering department of WGN-TV Chicago.

PRECISION APPARATUS Co., Elmhurst, L. I., N. Y., has announced new high sensitivity test set for use in production, test, laboratory, school, and service-maintenance phases of radio-electronics-communications, including AM, FM and television.

HERMON HOSMER SCOTT Inc., Cambridge, Mass., has announced availability of new and improved model (Type 910-C) Dynamic Noise Suppressor, which allows stations to transmit recorded music with wide frequency range and greatly reduced background noise, according to manufacturer.

HAROLD E. ENNES, engineer of WIRE Indianapolis, is the author of a book titled, "Broadcast Operator's Handbook," published by John F. Rider Publisher Inc., New York.

ROY BROWN, chief engineer of KOME Tulsa, Okla., is the father of a boy.

NEW DEVELOPMENTS in television receiver production, in television broadcasting and in inter-city relaying of television programs are being shown pictorially in exhibit during March at Franklin Institute, Philadelphia. Exhibit has been prepared with cooperation of Philco Corp.

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RCA-5655
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• RCA television tube achievements make modern television practical. Look to this continued leadership to bring you the finest and most advanced tubes that money can buy . . . like the RCA-5655 camera pickup tube for studio operation . . . or the RCA-8D21 twin power tetrode for television transmitters.

Whatever the application, there's an RCA television tube to meet your needs. For your convenience, these tubes are now available directly from RCA or from your local RCA Tube Distributor.

For further information on any RCA tube, write RCA, Commercial Engineering, Section CP36, Harrison, New Jersey.

The Fountainhead of Modern Tube Development is RCA

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RADIO CORPORATION of AMERICA
HARRISON, N. J.

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It presents this information by frequencies—the most convenient and graphic form. Here are a few things this book does:

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2. **Enables the reader to evaluate the probable effect of pending applications.**
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4. **Permits quick, pictorial evaluation of hard-to-visualize engineering reports.**
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6. **Provides ready reference to the relative merits of day and night assignments.**

This volume of 107 maps measuring 17"x22", will be found indispensable to station and network operators; to applicants for broadcasting licenses; to engineering and legal firms serving the industry; to advertisers and agencies.

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*STATE*_____

FCC Actions

(Continued from page 61)

Decisions Cont.:

to 6-30-48; WJNO-FM West Palm Beach, Fla., to 6-6-48; WEIM-FM Fitchburg, Mass., to 5-23-48; KRIC-FM Beaumont, Tex., to 6-6-48; WJKT Johnstown, Pa., to 5-20-48; KIDO-FM Boise, Ida., to 6-11-48; KQV-FM Pittsburgh, to 9-28-48; WTNB-FM Birmingham, to 6-15-48.

KSFA Nacogdoches, Tex. — Granted vol. assign. of license to Nacogdoches Bcstg. Co. Inc.

Alamo Bcstg. Co. Inc., Area San Antonio—Granted license for new remote pickup station KHZZ.

Following were granted extension of completion dates as shown: KMBC-FM Kansas City, to 9-20-48; KYFM San Antonio, to 6-22-48; WFRS Grand Rapids, Mich., to 5-3-48; WWCF Poynette, Wis., to 5-29-48; WLOG-FM Logan, W. Va., to 9-4-48; WCMI-FM Ashland, Ky., to 5-1-48; KOAG-FM Stillwater, Tex., to 8-15-48; KSCJ-FM Sioux City, Iowa, to 6-30-48; WEEX Easton, Pa., to 5-18-48; WFMJ-FM Youngstown, Ohio, to 5-18-48; WDOS-FM Oneonta, N. Y., to 3-22-48; WRR-FM Dallas, Tex., to 6-17-48; KMUS Muskogee, Okla., to 6-1-48; WGBR-FM Goldsboro, N. C., to 8-1-48; WFTW-FM Ft. Wayne, WGTR Boston, to 5-15-48; KOAD Omaha, to 8-27-48; WBZ-FM Boston, to 7-23-48; KFXM-FM San Bernardino, to 10-1-48; WRJN-FM Racine, Wis., to 4-21-48; WKY-FM Oklahoma City, to 9-22-48.

KASH Eugene, Ore.—Granted license for new station 1600 kc 1 kw-DA unl.

WTCJ Tell City, Ind.—Granted license for new station 1230 kc 250 w. unl.

KREL Baytown, Tex.—Granted license for new station 1360 kc 1 kw-DA unl.

KEPO El Paso, Tex.—Granted license for new station 690 kc 5 kw-DA unl.

WJQS Jackson, Miss.—Granted license for new station 1400 kc 250 w unl.

WHBC Canton, Ohio—Granted license covering increase in power to 5 kw, install. new trans., changes in DA-N, change in trans. location and install. FM ant. on AM tower.

WLOB Claremont, N. H.—Granted voluntary assignment of CP for FM station to WLOB Inc.

WMAP Monroe, N. C.—Granted vol. assignment of license to Union Bcstg. Co., corporation owned by same individuals.

WCAU et al, Philadelphia—Granted mod. licenses of WCAU and WCAU-FM and CP for WCAU-TV, to change name to WCAU Inc.

WINS New York—Granted mod. CP for extension of completion date to 9-25-48.

KMPC Los Angeles—Same to 10-1-48.

WTSP St. Petersburg, Fla.—Same to 5-1-48.

WXKW Albany, N. Y.—Granted mod. CP for extension of completion date to 4-30-48.

ACTIONS ON MOTIONS
(By Commissioner Jones)

Knox Bcstg. Co., Galesburg, Ill.—Granted petition to dismiss without prejudice its application.

Hotels & Theatres Inc., Bluefield, W. Va.—Granted petition to continue hearing from March 9 to May 10 in Docket 8310.

Harold O. Bishop, Harrisburg, Pa.—Granted petition to accept late appearance in re television application.

Summit Radio Corp. and Allen T. Simmons, Akron, Ohio—Granted joint petition for continuance of hearing now scheduled for May 17 to July 12 at Akron.

Ari-Ne-Mex Bcstg. Co., Escondido, Calif.—Granted petition for continuance of hearing from April 8 to June 8 in re Docket 8500.

Utica Observer-Dispatch Inc., Utica, N. Y.—Granted petition to dismiss without prejudice its application.

Public Interest Bcstrs., Madera, Calif.—Granted in part petition to dismiss its application.

Fort Sumter Bcstg. Co., Charleston, S. C.—Dismissed petition for leave to amend its application.

WTOC Savannah, Ga.—Granted petition to take depositions in proceeding on its application in Doc. 8521.

Community Bcstg. Co., Corpus Christi, Tex.—Granted petition for continuance of hearing from March 22 to April 15 in re Docket 8681.

WTEL Philadelphia — Granted petition for continuance of hearing from March 15 to April 20 at Philadelphia re Docket 8523.

KERO Bakersfield, Calif.—Granted petition for continuance of consolidated hearing from March 11 to May 11 re Dockets 8532 and 8533.

Pennsylvania Bcstg. Co., Philadelphia—Granted petition for leave to amend its television application to revise technical data.

Daily News Television Co., Philadelphia—Granted petition for leave to amend its television application to specify a new ant. and trans. site, etc.

Ponca City Pub. Co., Ponca City, Okla.—Granted petition for leave to amend its application to specify 1400 kc 1 kw unl. DA in lieu 960 kc 500 w unl. with DA; amendment accepted and application removed from hearing docket.

WMMJ Peoria, Ill.—Granted petition in part, to delete subscription agreements, all reference to issuance of preferred stock, and all reference to interest of Wm. J. Kutsch in Chippewa Valley Radio and Television Co., Eau Claire, Wis.

Public Bcstg. Service Inc., Enid, Okla.—Granted petition for leave to amend its application to revise DA pattern.

WSBA York, Pa.—Granted petition for leave to amend its application to specify 910 kc 1 kw unl. DA in lieu 1420 kc 5 kw unl. and revise technical data corollary thereto; accepted amendment and removed application from the hearing docket; and further ordered that application of WMAC Pottstown, Pa., be removed from docket.

Kansas City Bcstg. and Television Co., Kansas City—Granted petition for leave to amend its application to change status of applicant from partnership to corporation.

Woodward Bcstg. Co., Detroit, Mich.—Granted petition to continue hearing from March 10 to May 11.

Grain Country Bcstg. Co. Inc., Peru, Ill.—Granted petition to accept late appearance in re its application Docket 8064. Also granted petition for leave to amend application to change personnel of board of directors and officers, to delete all information with respect to Wm. N. Udell, and modify proposed DA-D pattern.

New England Theatres Inc., Boston—Referred to full Commission petition to consolidate application of Raytheon with applications of several applicants for Boston area.

WGRC Louisville, Ky.—Granted petition for leave to amend its application to non-DA-D in lieu DA-D and modify DA-N to provide wider angle of protection to WMC.

Dr. Francisco A. Marquez, Aguadilla, P. R.—Passed over at request of counsel, petition for continuance of hearing set for March 17.

KAKC Tulsa, Okla.—Granted petition for leave to amend its application to specify 500 w-N in lieu of 1 kw-N.

Matheson Radio Co., Inc., Boston—Denied petition to change issues in re application.

San Fernando Valley Bcstg. Co., San Fernando, Calif.—Granted leave to amend its application to revise technical data.

Ar-Ne-Mex Bcstg. Corp., Deming, N. M., Frank E. Cooke, Deming, N. M.—Granted petition to dismiss without prejudice its application and ordered that application of Frank E. Cooke, Deming, be removed from docket.

Northeast Radio Inc., Lawrence, Mass.—Granted petition for leave to amend its application to show change of officers, etc.

WRUD Upper Darby, Pa.—Passed over at request of counsel petition to amend and other relief.

Model City Bcstg. Co. Inc., Anniston, Ala.—Denied petition requesting Commission to strike Issues 1 and 3 of issues designating for consolidated hearing its application.

W9XHZ Sarkes Tarzian, Bloomington, Ind.—Scheduled for hearing on April 7 application for renewal of license.

March 8 Applications . . .

ACCEPTED FOR FILING

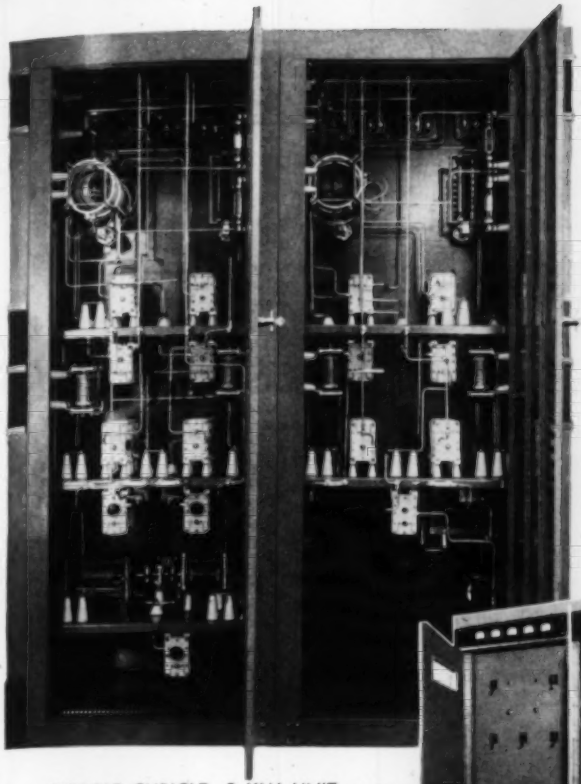
AM—1600 kc

Baker Bcstg. Co., Fresno, Calif.—CP new standard station 1600 kc 1 kw DA unl. AMENDED to change hours of unl. to D, using non-DA.

AM—1400 kc

Cleveland County Bcstg. Co., Norman, Okla.—CP new standard station 1400 kc 250 w unl. (Contingent upon KTOK being granted change of facilities.)

(Continued on page 86)



DOUBLE CUBICLE, 5 KW UNIT, rear view, showing the compact but uncrowded arrangement of components. Large rear doors are interlocked for safety, provide easy access for maintenance or adjustment.

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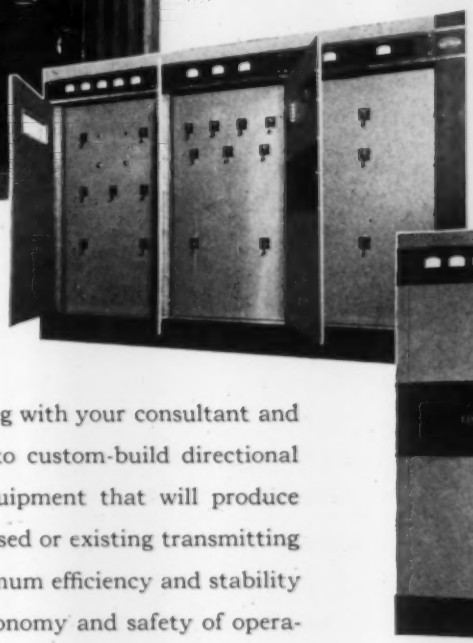
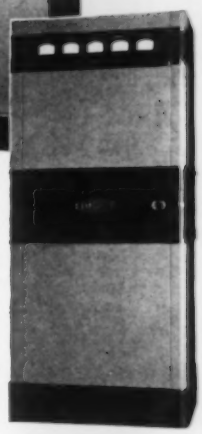
PHASING EQUIPMENT



TRIPLE CUBICLE, 10 KW UNIT shows convenient arrangement of power and phasing controls, line current and input meters. Counters and panel lights indicate the setting and directional pattern in use. Safety doors exclude unauthorized personnel. NOTE: Cabinet design and number of cubicles is determined by equipment required — not necessarily by KW output.



SINGLE CUBICLE, 1 KW UNIT illustrates the handsome appearance of the heavy gauge steel and channel iron cabinet. Modern two-tone chrome-trimmed design adds smart style to any station.

Raytheon's specialists, cooperating with your consultant and station engineers, are prepared to custom-build directional antenna phasing and tuning equipment that will produce optimum results with your proposed or existing transmitting equipment. Engineered for maximum efficiency and stability . . . designed for utmost ease, economy and safety of operation . . . styled for ultimate appearance, convenience and accessibility — in the size to suit the power and special characteristics of your installation.

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Production

MARK HAAS, educational director of WJR Detroit, has been appointed television program director of that station. Station last November announced $650,000 appropriation for TV and FM installations, and remodeling.

GORDON SHAW, formerly with WMAL Washington and WLW Cincinnati, and more recently program director of WBUZ Bradbury Heights, Md., has joined announcing staff of WOL Washington.

CARL GREYSON, former Intermountain Network newscaster, has joined announcing staff of WSM Nashville. Winner of first place gold award in Salt Lake City Advertising Club's annual competition last year, Mr. Greyson was then with KSL and KALL Salt Lake City. He has played dramatic parts on several network shows and has appeared in Broadway productions.

COLBY LEWIS has joined program department of WTMJ-TV Milwaukee, as a television director. He formerly was in theatre department of Cornell U. and was director at Miles College, Oakland, Calif. and Rhode Island State College. He also has done radio production and freelance television work.

JOHN SHAND, announcer with WMBG Richmond, Va., has been appointed chief announcer. **ARTHUR (Ace) LIVICK** and **TIVIS WICKER** have joined WMBG announcing staff. Mr. Wicker recently returned from New York, where he appeared in Broadway stage production, "Showboat," and NBC "Harvest of Stars."

BILL HIGHTOWER, former staff announcer with NBC New York, has been appointed chief announcer of new WXKW Albany, N. Y. Mr. Hightower, who has been in radio since 1927, has been announcer with KFOX Long Beach, Calif., WIOD Miami, and several Texas stations, and program director for WSTC Stamford, Conn., in addition to his four years of announcing with NBC.

EDWARD H. PENNINGTON Jr. has joined copy staff of WLBR Lebanon, Pa. He formerly was with copy department of WLAN Lancaster, Pa. **WILLIAM S. HALPERN** has been appointed production manager for WLBR, in addition to his duties as chief announcer. He succeeds **ALAN BAUTZER**, resigned.

ROGER PATRICK, former announcer-producer, of KLAC Los Angeles, and before that of KECA Hollywood, has joined KVOS Bellingham, Wash., as program director, replacing **DAVE GORDON**, resigned.

CLARENCE WORDEN, veteran member of CBS New York press information staff, has been appointed director of special features and public service for WCBS New York, effective today, March 15. He replaces **HENRY UNTERMEYER**, who has been assigned to WCBS sales staff. Mr. Worden joined CBS in 1939 to handle publicity for the late Major Edward Bowes and his CBS "Amateur Hour." Before that he spent 14 years on staff of New York Daily News.

Mr. Worden

BENEDICT ARON has joined announcing staff of KWHW Altus, Okla.

CHARLEY GRAY, formerly with KHBG Okmulgee, Okla., has joined announcing staff of KOME Tulsa. Mr. Gray succeeds **HARRY GUNTHEROTH**, who has joined KCMO Kansas City.

CLARK DENNIS, vocalist formerly heard on "Fibber McGee & Molly" show, has launched new series of programs on ABC, Mon.-Fri., 1-1:15 p.m. (CST). "Clark Dennis Show," written by the singer and produced by **LOU PERKINS**, originates in Chicago.

WILLIAM ROBSON, CBS Hollywood executive producer, effective March 24, takes over as producer-director of network's "The Whistler," sponsored by Household Finance through LeVally Inc. Chicago, on 59 CBS stations east of Rockies as well as 28 CBS stations. Program sponsored in west by Signal Oil Co. will continue to be directed by **GEORGE ALLEN**.

MICHAEL DUNN, announcer-producer with WIBC Indianapolis, is the father of a boy, Michael Anderson.

BOB HOPE, NBC comedian, March 9 received "Distinguished Service Award" from Purdue U. Veterans Assn. at Lafayette, Ind., where Mr. Hope aired his regular Tuesday night Pepsodent show. Award was for "contributing generously to the morale of America's armed forces overseas and at home, and for outstanding service to hospitalized G.I.s of World War II." He also was presented with life membership in the Veterans Assn.

JOHN GILBERT, formerly with KDNT Denton, Tex., has joined announcing staff of KENT Shreveport, La. **MARJORIE SHAUGHNESSY**, former vocalist with KTBS Shreveport, has joined KENT as vocalist and receptionist.

ARTHUR SMITH, member of WBT Charlotte, N. C. staff, is father of girl.

ROME HARTMAN, record m.c. at WIRK West Palm Beach, Fla., has compiled book of jokes titled "Haw" for use by disc jockies.

HERB BRODY has joined WNLK Norwalk, Conn., as announcer-engineer.

PAUL WILLS, announcer at KMOX St. Louis, has returned to station after four-month leave of absence in Hollywood.

BOB WILEY, announcer with WOL Washington, has resigned to join WAKR Akron, Ohio. Mr. Wiley was presented with certificate of appreciation from Veterans Administration for his handling of "Veteran Wants to Know" program over WOL. **FRED FISKE** will replace him on this program.

ALAN SCOTT, staff announcer of KYW Philadelphia, has received special award from Radio Life Magazine for doing best pinch-hitting job of 1947. Last year he substituted for **CECIL BROWN** on network series.

KEITH DANCY, formerly of CKDO Oshawa, Ont., has joined announcing staff of CJKL Kirkland, Ont.

ADELINE HANSON, KWIK Los Angeles disc m.c., and Don Miller were married March 7 in Los Angeles.

JACK SHERMAN, currently doing "Housewives' Exchange" program on KFVD Los Angeles and sportscasts on KMPC Hollywood, today (March 15) starts new program, "Jack Sherman Hour," five times weekly on KGIL San Fernando.

WALLY REWEGAN, graduate of Dept. of Veteran Affairs Radio School, Toronto, has joined announcing staff of CFCH North Bay.

CLEDGE ROBERTS has returned to CBS New York television staff as a director. Mr. Roberts left WCBS-TV in 1946 to become owner-operator of Harbor Playhouse at Marion, Mass.

JOHN F. TRIMPLE, announcer of WBT Charlotte, N. C., is the father of a boy.

FRANK W. JOYCE, former announcer with KGFL Roswell, N. M., has joined announcing staff of KGLU Safford, Ariz.

BOB GILLESPIE, former announcer with WONS Hartford, Conn., has been named program director of WWCO Waterbury, Conn.

MARY WALKER has been appointed program director of WKPB (FM) Knoxville, Tenn., and **WILLIAM COOPER** and **JOHN LYNCH** have joined station as announcers.

MEL WERNER, formerly with WFKY Frankfort, Ky., has joined WXGI Richmond, Va., as staff announcer.

SIDNEY J. DOHERTY Jr., former announcer at WCFC Beckley, W. Va., has joined announcing staff of WJLS Beckley.

LOU BROOKS, announcer on WONS Hartford, Conn., has been appointed to faculty of New England School of Radio Broadcasting, Bridgeport.

LEW VALENTINE, NBC's Dr. I. Q., and **ALLEN C. ANTHONY**, announcer on same show, have been awarded honorary Arkansas Traveler commissions by C. G. Hall, Arkansas secretary of state. Awards were made on occasion of "Dr. I. Q." recent origination in Little Rock.

PAUL SMITH, formerly with WSIX Nashville, Tenn., has joined WNOX Knoxville, as announcer.

HOWARD JONES, veteran of 18 years in radio, has joined WFIL Philadelphia as m.c. He was with WIP Philadelphia for past 14 years as special events announcer and m.c. of several feature programs.

JOHNNY MOORE, formerly of CJKL Kirkland Lake, has been transferred to announcing staff of CFCH North Bay.

JANET MORDEN, formerly of script department of Don Lee Broadcasting System, Hollywood, and **ROBERT A. WHITE**, freelance radio writer, were married Feb. 28.

BILL HARPEL, former newscaster-announcer of KHJ Hollywood, has joined KMPC that city, as announcer.

BILL DALLAS, disc m.c. of KARM Fresno, Calif., has turned songwriter with tune, "Now As Never Before" which has been released on Black & White label record.

KEN CARPENTER, Hollywood freelance announcer, has been signed to narrate "Tain't So," on "Speaking of Animals" film series produced by Jerry Fairbanks Productions, Hollywood.

MURRAY BOLEN, producer of CBS "Club Fifteen," has been appointed head of television committee for Radio Directors Guild, Hollywood unit.

HARRY BUBECK, program manager of KNBC San Francisco, is the father of a boy, born March 2.

LARRY PUCK, former CBS talent scout and director of popular music division, has been named ABC executive producer and talent scout.

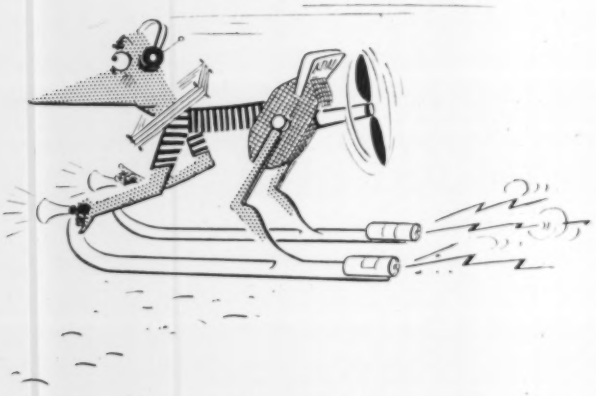
FRANK FORD, CBS Hollywood merchandising and program promotion manager, and previously sales promotion manager for NBC Western division, has resigned effective April 1 to set up his own sales promotion creative and counselling service in Los Angeles.

TERRY HAMILTON LEE, former president and radio director of Lee, Parks, Greer & Hawkins Inc., Houston, Tex., has been appointed program director of KXYZ Houston.

ERNIE LEE, singer with WLW Cincinnati, is the father of a boy, Stephen Ernest.

TALLY HO!

DULUTH, MINN.—Otto Mattick off to hound time buyers into hearing the KDAL story, may horn in on your time.



If he does, treat him kindly, he isn't blowing his own bassoon, he's telling you why KDAL's 5000 watts and 610 frequency can do the best job of trumpeting your message across the north country.

In case Otto forgets some facts like this: KDAL has a 40% larger daytime audience than any other Duluth station, contact Avery-Knodel Inc. for the whole story.

5-Year U. S. Golf Assn. AM, TV Rights to NBC

NBC HAS OBTAINED exclusive radio and television rights to all competitions of the U. S. Golf Assn. for the next five years, Ken R. Dyke, administrative vice president in charge of programs, announced last week.

The National Open Championship, slated for June 10, 11 and 12 at the Riviera Country Club in Los Angeles, is the opening event covered in the contract. NBC Sportscaster Bill Stern is to report the competition.

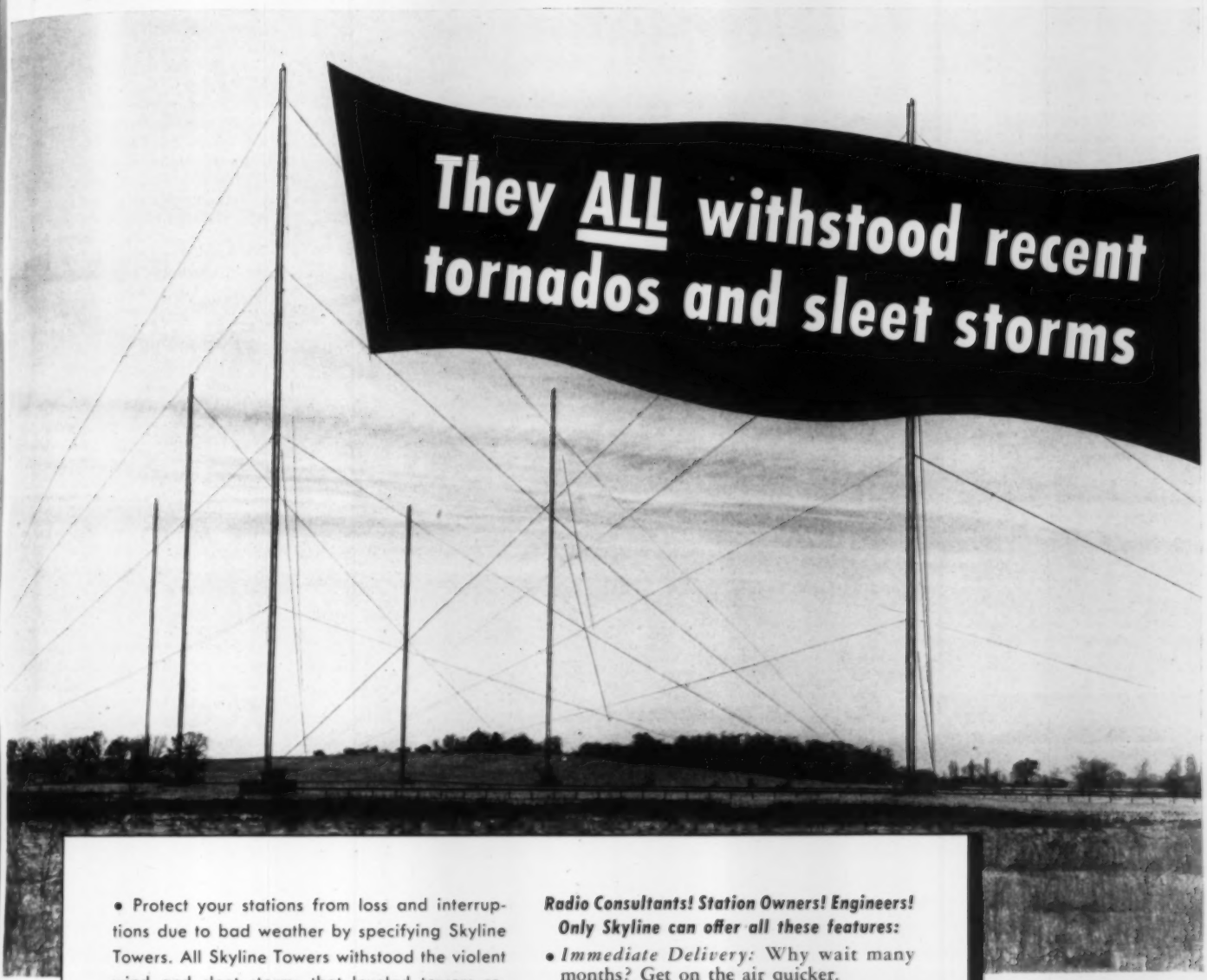
Coverage by television will be on film until network facilities reach the locations of the tournaments, all of which are now beyond the reach of NBC's East Coast network.

Plans to Have Media Men At AAAA Meet Canceled

THE AMERICAN Assn. of Advertising Agencies last week announced cancellation of plans to invite advertiser and media guests to its 1948 annual meeting, "due to limited accommodations and heavy advance reservations by association members."

The meeting, to be held at The Cavalier, Virginia Beach, Va., April 7-9, will be limited to AAAA members except for sessions on April 8 and 9, which will be open to the press.

TOWERS OF PERMANENCE



• Protect your stations from loss and interruptions due to bad weather by specifying Skyline Towers. All Skyline Towers withstood the violent wind and sleet storms that leveled towers recently — 15 fell or were injured in the Chicago area alone.

All welded sections, lightweight, strong, easy to erect, the modern design of Skyline resists ice deposits and wind as no other type can. Each tower is "tailored" to meet local weather and surface conditions in your particular community. Skyline's success in withstanding the worst assaults of Mother Nature is a matter of record. So play safe, built for permanence, protect your investment with Skyline Towers.

Radio Consultants! Station Owners! Engineers! Only Skyline can offer all these features:

- *Immediate Delivery:* Why wait many months? Get on the air quicker.
- Delivered in highway trucks. Can be erected much *quicker, easier* and *far more economically* than any other tower made.
- Insured for proper erection.
- Streamline designed and aerodynamically correct.
- Lowest original cost and maintenance.
- Proven modern design gives low wind resistance and minimizes sleet danger.
- Tailored to the special weather conditions in your particular locality.

So—get on the air quicker and at less cost. Write, phone or wire Skyline Tower Company for full details.

Skyline Towers of WKOW, Madison—Wisconsin's most powerful station.

Andrew Corporation, Chicago 19, furnished all coaxial transmission lines and antenna equipment.

SKYLINE TOWER COMPANY

Towers of Permanence

5900 South Ashland Avenue
Chicago 36, Illinois

Sponsors

R. RICHARD CARLIER has been named advertising manager of Jacob Ruppert, New York (Brewers), replacing **WALTER W. RICHARDS**, who became general sales manager early this year. Mr. Carlier formerly was manager of advertising and sales promotion at Continental Can Co., New York, and has been actively identified with introduction of beer in cans. It is expected that, in addition to continuing Ruppert's present radio advertising in major distribution areas, close attention will be given to television field, as advertising medium.

La VALLE Inc., New York (women's shoes), **RICHELIEU PEARLS Inc.**, New York, and **COBLENTZ BAG Co.**, New York, will sponsor "Television Fashions on Parade" on WABD New York for four weeks starting March 12, when **JAY THORPE**, New York department store, will be featured as "host." Program, telecast Fri. 8-8:30 p.m., presents fashions as part of musical revue, with Adelaide Hawley as narrator.

FRUIT INDUSTRIES Ltd. has extended spot campaign on behalf of FI Wines to WJPF Herrin and WMIX Mount Vernon, Ill., where it will use 10 announcements weekly in each market. Contracts are for 13 weeks. Firm also began 4-week campaign for its Dolly Madison wines on WOSH Oshkosh, Wis., calling for 11 spots a week, and 15-minute transcribed musical program, "FI Wine Time," on WKBW Buffalo five times weekly, for 13 weeks. Agency: Schoenfeld, Huber & Green Ltd., Chicago.

S. C. JOHNSON & SON Inc., Racine, Wis. (Johnson's wax), March 30 renews for 52 weeks "Fibber McGee & Molly" on 141 NBC stations and CBC, Tues., 8:30-9 p.m. (CST). Agency: Needham, Louis & Brorby, Chicago.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Kool cigarettes), on March 5 changed its video program from ski news to sports reports, with films of baseball players in spring training providing pictorial material for five-minute program broadcast Fri. 8:45-8:50 p.m. on NBC television network. Commercials on program are animated cartoons of Willie, the Kool Penguin. Agency: BBDO, New York.

H. EARLE MUZZY, who has been with Quaker Oats Co. for more than 34 years, and was vice president in charge of export, has been named executive vice president, succeeding **DONOLD B. LOURIE**, who was recently elected president of the company.

FREDERICK W. LUTTMANN, formerly with McCann-Erickson, New York, has been appointed premium promotion manager of sales division of General Foods Corp., New York. He will plan advertising tie-ins pertaining to premium contest promotions, etc. Prior to joining McCann-Erickson, where he worked on merchandising problems, Mr. Luttmann had been assistant director of research and marketing specialist with Benton & Bowles, New York.

Mr. Luttmann

SQUIRT Inc., Beverly Hills, Calif. (beverage), with 368 bottlers throughout the country, has appointed Harrington, Whitney & Hurst, Los Angeles, to handle national advertising.

MULLEN CHEVROLET Co., Los Angeles, March 1 started six weekly spot announcement campaign on two California stations, KLAC Hollywood and KIEV Glendale. Contract, placed through Allied Adv., Los Angeles, is for 52 weeks.

SWIFT & Co., Chicago meat packer, is trading its Friday afternoon 30-minute spot on NBC's video network for Thursday evening half-hour on April 1, when Lanny Ross, pioneer radio singer, moves into television as star of the "Swift Show," Thurs., 8:30-9 p.m. "Swift Home Service Club," on Fri., 1-1:30 p.m., for the past year, is leaving the air while Jinx Falkenburg, who has co-starred on program with her husband, Tex McCrary, goes into temporary retirement from television pending arrival of a child. Swift & Co. is retaining option on the time period, however, and is expected to resume telecasting in that time in fall. Agency: McCann-Erickson, New York.

S. C. JOHNSON & Son, Brantford, Ont. (wax), has renewed for 17 weeks from March 8-June 28 "Que Suis-je?" on 6 French network stations, Mon. 8:30-9 p.m., and has renewed for one year from March 30 to March 22, 1949, "Fibber McGee & Molly" on 27 Trans-Canada stations, Tues. 9:30-10 p.m. Agency: Vickers & Benson, Montreal, and Needham, Louis & Brorby, New York.

VENUS FOODS, Los Angeles (fig bars), March 15 starts five-weekly fifteen-minute participation on recorded "Hollywood Bandstand" on KFWB Los Angeles, and also five weekly spot campaign on two other California stations, KTMS Santa Barbara and KCOY Santa Maria. Contracts, placed through Allied Adv., Los Angeles, are for 13 weeks.

VOGARELL PRODUCTS Co., Los Angeles (proprietary products), has appointed Edwin, Wasey & Co., same city, to handle advertising. Radio spots will be used.

SCHWARTZ AND GRODIN, Oakland, Calif. (clothiers), has started its fifth consecutive year of sponsorship of weekly boxing matches from Oakland Auditorium over KLX.

KUSTER LABORATORIES Inc., San Francisco (Flavor True Meat Magic), has appointed Jean Scott Frickelton Adv., same city, to handle its advertising. Radio will be used.

CANADIAN SHREDDED WHEAT Co., Toronto (shredded wheat), has started quarter-hour daily breakfast time program on 10 western Canadian stations. Agency: MacLaren Adv., Toronto.

ZONITE PRODUCTS Corp., St. Therese, Que. (Kreml), has started Billy Rose's "Pitching Horseshoes" transcribed program on number of Canadian stations, thrice weekly. Agency: Erwin, Wasey & Co. of Canada Ltd., Toronto.

GOUGH INDUSTRIES Inc., Los Angeles distributor of Philco, retained one half hour of its scheduled six-weekly hours carried on KTLA (TV) Hollywood, with expiration of its contract March 6. Firm now aims at weekly half-hour Sunday program with purpose of selective set selling.

GENERAL ELECTRIC Co., through Ross, Gardner & White Adv., Los Angeles, has purchased five weekly hour block on KLAC Hollywood's "Make Believe Ballroom," to promote sale of television sets. In tie-in with local dealers, GE is sharing $15,000 cost with five local dealers, each paying half. Contract is for 13 weeks with options for 13 more. Program will be supported by sales promotion support by GE sales staff, station and agency.

FORD MOTOR Co. of Canada, Windsor (Ford cars and trucks), April 4 renews for 13 weeks "Ford Theatre" on 41 Dominion network stations, Sun. 5-6 p.m. Agency: Cockfield Brown & Co., Toronto.

LEKTROLITE Corp., New York, has contracted for Friday evening video spots on KTLA Los Angeles, to advertise company's flameless lighters. The 26-week contract was placed by Donahue & Coe, New York, who also have weekly film spots for this client on WBKB Chicago and WABD New York.

AUGUSTA KNITTING Corp. (underwear), Utica, N. Y., which recently appointed Peter Hilton Inc., New York, plans expansion of radio budget. At present it uses participation spots on Arthur Godfrey show on WCBS New York.

TONI Co., Chicago, will move its "Nora Drake" daytime series from NBC to CBS on May 10. Show will be heard Mon.-Fri., 2:30-2:45 p.m. Toni now sponsors "Give and Take" on CBS, Sat., 2:30-3 p.m., and will present a new CBS series on Thurs., 9:30-10 p.m., starting April 1.

PETROL Corp., Los Angeles (P.D.Q. gas), starts today (March 15) 25 live time signals weekly on KECA Hollywood, through McNeill & McLeery, same city. Contract is for 13 weeks.

PASS-BOOK-of-the-Month, Los Angeles (special pass-book manufacturer), has started participation on two Los Angeles stations as follows: Two quarter-hours daily on "Recorded Pass-Time" on KFVD; and one quarter-hour daily on "Jim Hawthorne Program" on KXLA.

S. H. EWING Ltd., Montreal (food products), has started five-minute quiz show five times weekly on number of eastern Canadian stations. Agency: Associated Broadcasting Co., Montreal.

THOMAS J. LIPTON Inc. consolidated net sales rose to new all-time high of $31,109,939 during 1947, **ROBERT B. SMALLWOOD**, president, announced last week. Record 1947 sales figure represents gain of 13.3% over previous high of $27,460,752 in 1946.

CONSTRUCTION SUPPLIES Corp., Toronto (Aquella waterproofer), has started transcribed announcements on number of Ontario stations. Agency: S. A. Rutland & Co., Toronto.

STERN & STERN Inc., New York (jewelry manufacturer), is planning nationwide spot radio campaign, on local basis. However, no definite plans have been made. Firm recently appointed Moss & Arnold Co., New York, to handle its advertising. **HOWARD LINKHOFF** is account executive.

CAMPBELL SOUP Co., New Toronto, Ont., on March 28 cancels "Meet Corliss Archer" on 31 Dominion network stations, Sun. 9-9:30 p.m. Agency: Ward, Wheelock Co., Philadelphia.

LEON'S JEWELRY Inc., New York, has appointed Seidel Adv., New York, to handle its advertising campaign. **FLORENCE WEISS** is the account executive. Radio will be used.

GRAND PRIZE of $1000 a year for life is being offered on Procter & Gamble's new "Name-the-Girl-on-the-Wrapper" contest for Camay soap. Spot announcements on "Pepper Young's Family," NBC, 3:30-3:45 p.m. weekdays, sponsored by P&G, plug the contest. Entrants must submit a Camay soap wrapper, suggest name, and reason for its selection. Pedlar & Ryan, New York, is the agency.

WGN-TV TO AIR WHITE SOX DAY, NIGHT GAMES

CHICAGO WHITE SOX home baseball games will be televised exclusively this season by WGN-TV, the *Chicago Tribune* video station, it was announced Tuesday. [BROADCASTING, March 8].

Disclosure that White Sox games would be telecast for the first time was made by Leslie M. O'Connor general manager of the ball club, and Frank P. Schreiber, treasurer of WGN Inc. Mr. Schreiber said the deal with the Sox, marking a change in the club's policy regarding television, will bring Chicago televiewers their first opportunity to see big league night games. WGN-TV will telecast all of the Sox' 21 night contests, beginning with the Philadelphia Athletics game May 25.

First daytime Sox game to be televised will be the season opener against the Detroit Tigers April 20. WGN-TV also will telecast home games of the Chicago Cubs, it was announced March 7.

L & M, FORD SPONSOR CUBS GAME TELECASTS

LIGGETT & MYERS Tobacco Co., New York, and Ford Motor Co., Dearborn, Mich., will share sponsorship of telecasts of the home games of the Chicago Cubs this summer on WBKB Chicago on an alternating game basis.

The tobacco firm, sponsoring the Cubs telecasts for Chesterfields, is also buying video coverage of all New York Giants home games on WNBT New York [BROADCASTING, Jan. 26]. Ford, in New York co-sponsoring the Brooklyn Dodgers telecasts on WCBS-TV New York with another cigarette maker, P. Lorillard & Co. (Old Golds), is extending its video baseball broadcasts to a number of cities [BROADCASTING, Feb. 16, March 1].

Chesterfield agency is Newell-Emmett Co., New York. J. Walter Thompson Co., New York, places the Ford video advertising.

Quebec French-Canadian Markets to Be Promoted

QUEBEC Broadcasters Assn. held its annual meeting at Chateau Frontenac March 6 to decide on plans to promote the Quebec market. A joint campaign by all Quebec French-language stations is to be started soon to present the special advantages of the Quebec French-Canadian markets to advertisers.

Elections were held and Paul Lepage, CKCV Quebec, was elected president, with Raymond Benoit, CKCH Hull, as vice president. Directors elected were Phil Lalonde, CKAC Montreal; Alphe Gauthier, CHLT Sherbrooke; and Jacques Thivierge, CKRN Rouyn. Secretary appointed was Joachim Gregnier, Montreal.

replace tubes in a matter of seconds!

. . . in the Westinghouse 3 Kw FM Transmitter

To replace tubes in this transmitter takes only seconds.

That's because all tubes are accessible from the *front* of the transmitter. Spare rectifier, driver and power amplifier tubes are stored in the upper right-hand compartment, directly behind the lift-type glass panel. In fact, a complete set of spares is furnished, one for each tube used. And all are standard design . . . no specials.

Furthermore, because of the "pulse-counting" center frequency control circuit, tube selection is unnecessary. With this exclusive Westinghouse feature, any tube will work that registers "good".

Operation is simplified in other ways, too. All major tuning controls are centralized in the front panel. At eye level are six large-faced, 270° meters, making it easy to check all major circuits simultaneously.

These and other refinements—found only in Westinghouse FM transmitters—are the important little things that forestall obsolescence and protect your investment; that cut your installation costs, simplify maintenance and keep you on the air.

Your Westinghouse salesman can show you how these benefits add up to your own profit. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

Here are more of these advantages!

- **easiest in the industry to inspect and service**
- **only one control to adjust output power**
- **entire unit in only 1 cubicle cuts installation costs**
- **all key circuits in just two drawers**

J-02145

This man can help you in the Central Area . . . Wherever you are, there is a Westinghouse transmitter salesman to serve you. And he is as close as your telephone. Assisting him in the Central Area (Pa., O., Ky., Mich. and northern sections of West Va.) is Mr. G. B. Saviers, one of several Westinghouse sales engineers, ready to tackle your broadcast problems . . . from planning to operation. His 11 years of experience with WCAE and KDKA, and as assistant chief engineer of all Westinghouse radio stations, make him particularly well qualified for this work.

and this service can help you anywhere! It's the fastest service in the broadcast industry, with Westinghouse field service engineers backed by 35 repair plants and 17 parts warehouses. It's on 24-hour call everywhere in the United States for emergency service.

FIRST OF ALL . . .

See the 10-kw FM transmitter at our exhibit in booths 62-69, Main Floor, at the I.R.E. Convention New York March 22-25

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

BROADCASTING

Tell you what we're gonna dew!

We're just going to give you the facts without the trimmings.

We're not going to say that *everyone* in Memphis listens to WMC *all the time*. But we can say with confidence that WMC is "the station *most* people listen to *most*" in Memphis.

Why?

Because WMC is the Memphis NBC outlet, with 5000 watts day and night, at 790 kilocycles, right in the middle of the dial. Furthermore, Memphis folks like WMC's "personalized" programming.

Ask the nearest Branham man *about* WMC *and* WMCF.

VIDEO PROSPECTS

New Techniques Needed

By CHARLES SCRIPPS

TELEVISION is not just a new radio gimmick any more than the airplane is a different kind of an autombile. Television is just as new and different today as radio itself was back in the days of the crystal set and the big loudspeaker horn.

In the early 20's radio program directors, or whatever they called themselves then, had no experience to tell them how to do it. They had to use their ingenuity. They had to invent ways of conveying ideas solely by sound. Entertainment had never before been without some visual element. Nearly all entertainment depended largely on the audience being able to see as well as hear.

Radio developed a new technique for presenting plays, using word pictures and sound effects in the place of scenery. They had to get the listener to use just enough of his own imagination.

Sports-casting became a highly specialized profession. Some announcers developed great skill in the art of presenting scene, color and dramatic interest by words alone. In fact some of them learned to invent what nature or the facts of the case had carelessly omitted.

New Advertising Medium

A brand new advertising medium came into being with radio, and a brand new meaning for the word "commercial" was added to the American language. We got the long sales spiels, the jingles, the screwy sound effects. We got the large, expensive network shows which are such a large part of the American entertainment scene today, and we got the radio serials which are such a large part of the entertainment in the lives of so many American women.

The program director has spent years learning and developing this modern radio technique. Now, if he is going into television he must throw most of what he knows out of the window. This may turn out to be one of the very best features of television.

The visual element has arrived in radio, but with some limitations at least for the present. The elaborate tricks used in writing and presenting shows to people who cannot see them must be forgotten for television. The problem now is to develop a technique for an audience that can see what television is capable of broadcasting as well as hear. There seem to be unlimited opportunities for new ideas in radio entertainment with television.

Radio plays will be more realistic, but no one is sure yet just how much time the American people will be willing to spend looking at a television screen. Will it be possible to develop the kind of shows that people can understand without looking if they don't want to, and still have those shows worth looking at if the listener does want to?

Imagine a sportscaster using the old radio technique on a television broadcast, his words half a minute behind the action, filling in color and scenery as he sees fit. The listener on the one hand will say, "You dumb so-and-so, don't you think I saw that? I want to know just who caught that fly in center field." On the other hand the listener might say, "Hey, cut out the baloney, I can see this act you're trying to call a fight, and it ain't."

With television the sportscaster can no longer be a creative artist, he must be an interpretive artist.

For advertising there is a new world of possibilities. It may even become interesting. What's the good of televising the same kind of still picture that newspapers print? In order to make use of television action will be added to commercials. Live models will present styles, the newest kitchen devices will be seen in action, the automobile show-room will be the television screen.

Mr. Scripps

CHARLES SCRIPPS, author of the accompanying article which appeared in a special section of The Cleveland Press which celebrated the opening of WEWS Cleveland, is the grandson of E. W. Scripps, founder of The Press, whose initials form the call letters of the new video outlet. He is one of three trustees of the E. W. Scripps trust, which controls and operates the Scripps - Howard newspapers, United Press Assn., Newspaper Enterprise Assn., and allied radio and television operations.

Elaborate Staging Needed

As for the large network shows, if they go on television they will either have to change the acts or elaborately stage the ones they have been using. The audience will want to see Allen's Alley, Jack Benny's automobile, and Fibber McGee's closet; acts that we, the listeners, have been staging in our imaginations in the past.

The fate of radio serials is anybody's guess. If they go on television during the same hours as now, and they have to be seen as well as heard, either a lot of house work will go undone in America, or a lot of serials will go unseen.

Television entertainment will be growing into a framework that the engineers and inventors have made possible. We will be able to see this growth and development from a front row seat in our own parlor, or maybe in our favorite bar.

Both television and FM are doing one great favor for the radio listener. They are making it necessary for radio to advance and improve the quality of entertainment very rapidly. Television and FM will greatly increase the number of stations that can operate in a single community. The result will be greater competition for the ear and eye of the radio audience.

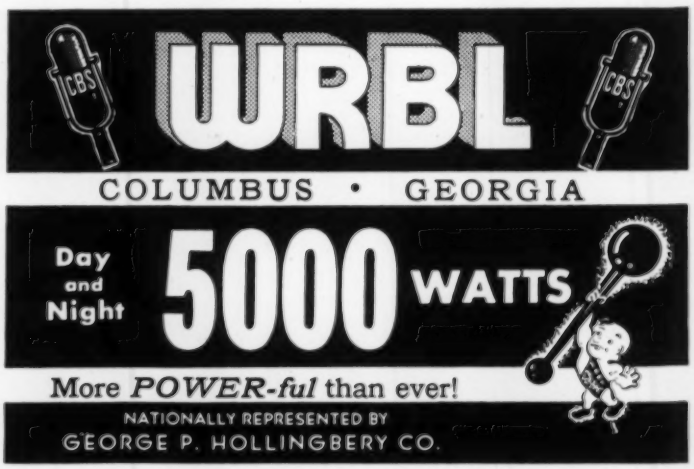
Provides More Selection

The best program at any time may be the best out of ten or twelve rather than the best out of five or six.

Small local stations will be cheaper to build and operate, but they won't pay so well because the total revenue will be split among more stations.

Each station must use greater

(*Continued on page 82*)



See why Leaders in TELEVISION choose MYCALEX 410 insulation

In television seeing is believing . . . and big name makers of television sets are demonstrating by superior performance that MYCALEX 410 molded insulation contributes importantly to faithful television reception.

Stability in a television circuit is an absolute essential. In the station selector switch used in receivers of a leading manufacturer, the MYCALEX 410 molded parts (shown here) are used instead of inferior insulation in order to avoid drift in the natural frequency of the tuned circuits. The extremely low losses of MYCALEX at television frequencies and the stability of its properties over extremes in temperature and humidity result in dependability of performance which would otherwise be unattainable.

Whether in television, FM or other high frequency circuits, the most difficult insulating problems are being solved by MYCALEX 410 molded insulation...exclusive formulation and product of MYCALEX CORPORATION OF AMERICA. Our engineering staff is at your service.

Specify MYCALEX 410 for:

1. *Low dielectric loss*
2. *High dielectric strength*
3. *High arc resistance*
4. *Stability over wide humidity and temperature changes*
5. *Resistance to high temperatures*
6. *Mechanical precision*
7. *Mechanical strength*
8. *Metal inserts molded in place*
9. *Minimum service expense*
10. *Cooperation of MYCALEX engineering staff*

SINCE 1919 MYCALEX THE INSULATOR TRADE MARK REG. U. S. PAT. OFF.

MYCALEX CORP. OF AMERICA

"Owners of 'MYCALEX' Patents"

Plant and General Offices, CLIFTON, N. J. *Executive Offices,* 30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

BIRMINGHAM STATIONS POOL FOR RELIEF TALK

BIRMINGHAM, Ala. affiliates of the four major networks pooled their facilities recently to bring southern listeners an important speech on the proposed European Recovery Program.

An address by William L. Batt, Philadelphia industrialist and member of the National Committee for the Marshall Plan, was recorded and broadcast at staggered intervals by WAPI (CBS), WBRC (NBC), WSGN (ABC), and WTNB (MBS) in an effort to reach the widest possible audience in a four-state area.

The broadcasts were arranged by James A. Head, president of the Birmingham Rotary Club, in cooperation with Lionel Baxter, WAPI vice president, Donald Campbell, WBRC vice president, Henry Johnston, WSGN vice president, and Mrs. Evelyn Hicks, WTNB vice president.

A message from Robert P. Patterson, former Secretary of War, congratulating the four Birmingham stations for ". . . doing their country a service and carrying on the southern tradition of leadership and patriotism" preceded the broadcasts.

CENTER of the conversation at a Worcester, Mass., Ad Club meeting was Miss Lee Hart, NAB's director of retail advertising, who addressed session sponsored by area NAB member stations. L to r: Earle G. Clement, WEIM Fitchburg, Mass.; Ted Jones, WHOB Gardner, Mass., Robert M. Peebles, WKNE Keene, N. H.; Miss Hart; Herbert L. Krueger, WTAG Worcester; Leonard Davis, WAAB Worcester; John J. Hurley, WNEB Worcester.

Name Change Request

MOVE to cease use of Don Lee Inc. in favor of Thomas E. Lee Enterprises Inc. as total corporate name for all activities, including radio, developed fortnight ago when request was made to Los Angeles City Council. The firms action results from difficulty involved in being required to make dual payment of business license taxes. Changeover in estate which started several years ago with death of Don Lee was a preliminary to move to change name.

RADIOS GALORE

Campaign in Hartford Seeks "Radio in Every Room"

THE RADIO MANUFACTURERS Assn. campaign for "A Radio in Every Room, A Radio For Everyone" got a full-dress tryout in Hartford, Conn., when more than 300 radio dealers and distributors serving that city cooperated in a "Spring Radio Showing" Feb. 23-March 6.

Hartford's radio stations and newspapers launched promotion with each of the city's five outlets using spot announcements at regular intervals calling attention to the spring radio showing and to its theme.

On the opening day of the campaign Hartford newspapers carried 41 individual ads totaling more than 1,000 column inches, tieing in with the promotion. Hartford's leading stores built window displays with all types and models of radio sets featured. One jewelry store window showed a single radio mounted on a dias like a gem in a costly setting.

Alaska Governor, Mayors Will Help Launch KFRB

THE GOVERNOR of Alaska, mayors and other officials of Alaska and the U. S. are expected to commemorate the opening of KFRB Fairbanks on April 2.

Pan American Broadcasting Co., New York office for the Alaskan stations, announced last week that KFRB will operate on unlimited time with 1 kw on 1290 kc. Station is newest member of the Alaskan Broadcasting System, and will serve military bases in and around Fairbanks.

KWAL Wallace, Idaho, owned by Silver Broadcasting Co., operating with 1,000 w starts on its new 620 kc frequency approximately April 15. Station is Don Lee Broadcasting System affiliate.

WLAW-FM Lawrence, Mass., has extended its FM broadcasting from 3 p.m. to 9 p.m., daily to 9 a.m. to 11:15 p.m. daily.

TEXT FOR ANNOUNCERS AUTHORED BY HENNEKE

THE RADIO ANNOUNCER'S HANDBOOK, by Ben G. Henneke. Rinehart & Co. Inc., New York, 308 pp., $4.00.

PRACTICAL textbook in radio announcing is presented by Ben G. Henneke, U. of Tulsa radio director, in *The Radio Announcer's Handbook*, newly published by Rinehart & Co. Inc., New York. The author has been in radio for more than 15 years.

"Designed for the practicing radio man and for the career-minded student," the book is an attempt to fill the need for an integration of public speaking and radio announcing fundamentals, according to Mr. Henneke. All of the material used in the handbook has been chosen and tested in many classes instructed by the author.

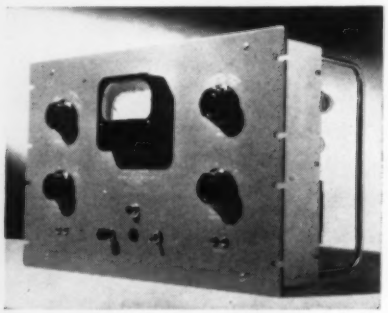
The textbook is arranged in two parts, the first covering exposition of the announcer's qualifications, skills and duties, and the second comprising numerous vocabulary drills, reading exercises and scripts. Embodying the realistic commercial radio approach, the handbook is fashioned for use in a typical college one-semester, three-hour course. The instructive text is written in oral style as an aid to learning announcing technique. The drill material also is designed to develop proficiency in the pronunciation of French, German, Italian and Spanish, the foreign languages most commonly used by the American announcer.

The handbook is published in script-page size, with exercises perforated near the binding so they may be removed for proper handling at the microphone. All of the scripts are printed in appropriate typewritten or teletype style.

Canadian FM Growth

FM LICENSES have now been issued in eight of the nine provinces in Canada, and the number of FM stations is growing, according to the Dept. of Transport, Ottawa.

NEW **Realism** FROM **Records** WITH THE ***DYNAMIC NOISE SUPPRESSOR!**



Since the Type 910-A *Dynamic Noise Suppressor was announced two years ago, it has become an invaluable addition to the record-playing equipment of many broadcast stations at home and abroad.

Now, the 910-C, incorporating all the fine qualities of the original instrument **plus improvements resulting from two years of experience in the manufacture and use of the *Dynamic Noise Suppressor,** is ready! Increased range . . . continuous suppression control . . . improved remote control are only three of the 910-C's features which make it highly desirable for recorded musical programs.

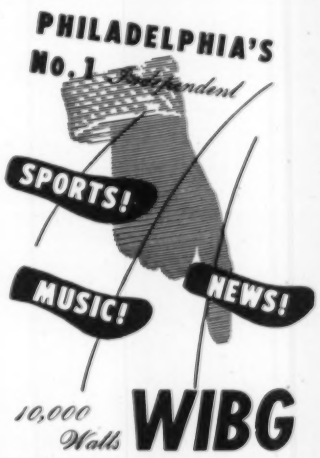
The *Dynamic Noise Suppressor is the only noise-reduction device (other than fixed filters) commercially available for broadcast station use. Its unqualified acceptance by large and small stations alike is convincing proof of its value. Ask for detailed information today!

Ask about the Type 210-A for use in home record players where the best in musical quality is important. A fine amplifier with built in *Dynamic Noise Suppressor, it reproduces recorded music with a minimum of noise and without distortion.

Licensed under Hermon Hosmer Scott patents pending

Engineering Representatives
CHICAGO: 1024 Superior St., Oak Park, Ill. Phone: Village 9245
HOLLYWOOD: 623 Guaranty Bldg., Hollywood 28, Cal. Phone: Hollywood 5111

HHSH HERMON HOSMER SCOTT, INC.
"PACKAGED ENGINEERING"
385 PUTNAM AVE. • CAMBRIDGE 39, MASS.



REPRESENTED: Nationally by Adam J. Young, Inc.

For 24-hour dependable service...

GE RECTIFIER TUBES

There's a type and capacity to meet every broadcast need

FROM mikes to tower, the chain of broadcast equipment must have strong links if "off-the-air" periods are to be avoided with success. General Electric offers you a line of rectifier tubes that will shoulder a full load reliably... husky tubes built for around-the-clock performance and plenty of it.

If a designer of transmitters, you may choose from more than a dozen G-E rectifier tubes that run the gamut of sizes. Five are shown here. Mercury-vapor content gives these tubes the ability to pass high peak currents—also keeps the internal voltage drop low. All the tubes are proved veterans of exacting broadcast and industrial service.

If a station operator . . . do you want fast service on rectifier-tube replacements, plus THE BEST in quality? See your nearby G-E tube distributor or dealer. He has the tubes—can get them to you by speedy local delivery; and should his inventory of any type happen to be low, G-E coast-to-coast branch stocks mean overnight replenishment.

There's pocketbook protection for you, too, in G.E.'s ironclad tube warranty. Specify G-E rectifier tubes in original equipment for efficiency, reliability, and value; replace with G-E tubes to gain the same advantages, plus fast delivery to your door! *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

GL-866-A

GL-8008
(also available with 50-watt base as Type GL-872-A/872)

GENERAL ELECTRIC

161-G3-8850

FIRST AND GREATEST NAME IN ELECTRONICS

GL-857-B

GL-869-B

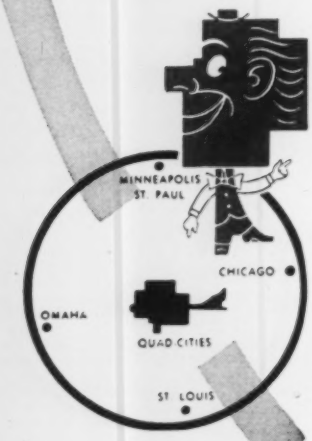
GL-673
(also available with 50-watt base as Type GL-575-A)

Type	Cathode voltage	Cathode current	Anode peak voltage	Anode peak current	Anode avg current
GL-866-A	2.5 v	5 amp	10,000 v	1 amp	0.25 amp
GL-8008	5 v	7.5 amp	10,000 v	5 amp	1.25 amp
GL-673	5 v	10 amp	15,000 v	6 amp	1.5 amp
GL-869-B	5 v	18 amp	20,000 v (*15,000 v)	10 amp	2.5 amp (*5 amp)
GL-857-B (*Quadrature operation)	5 v	30 amp	22,000 v	20 amp (*40 amp)	5 amp (*10 amp)

WOC

FIRST
in the
QUAD Cities
The 40th retail market
DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE

"Member of the FIRST—
WEAF (NBC)—Network."



WOC WOC-FM
5,000 Watts, 1420 Kc.
BASIC NBC Affiliate
Col. B. J. Palmer, Pres.
Buryl Lottridge, Mgr.
DAVENPORT, IOWA
National Representatives:
FREE & PETERS, Inc.

PROMOTION PAYS

KELO Formula Scores

By TONY MOE
Sales Promotion Manager, KELO
Sioux Falls, S. D.

AS THE NUMBER of radio stations increases, station promotion becomes more important in the eyes of management. For many years an enlightened few station operators have made intelligent promotion pay off in bigger audiences and in greater revenue. However, the majority of broadcasters have not taken full advantage of the promotion opportunities at hand.

It is axiomatic that radio has sold everything but itself. But that day is past. The competition for audiences and for advertising revenue is keener than ever before, and in many markets sharp promotion will tip the scale when other factors are equal.

In broadcasting—as in any other business—you must be enthusiastic. Enthusiasm is that elusive quality that makes a salesman of every member of your staff. The example set by the "top side" in the station organization soon is imitated by everyone connected with the operation. In other words, management must have a deep conviction that the station operation merits promotion. Radio station promotion is an attitude.

INTELLIGENT, planned promotion pays off in larger audiences and in greater revenue. Tony Moe, sales promotion manager of KELO Sioux Falls, S. D., is convinced of this, and he discusses in the accompanying article promotion methods and schemes which have been used effectively by KELO. He stresses the importance of timing and emphasis on public service in all promotional activities. He cites the advantages of analyzing the market, the function of the station and the costs of the proposed promotional campaign before any promotional activity is launched.

At KELO, NBC affiliate in Sioux Falls, we attempted to put down in order the objectives we hoped to accomplish by promotion. We think that the response in increased advertising revenue has proved the wisdom of our plan. The specific devices used were not unusual. But results were obtained by repeating a lot of little things. By careful planning, promotion paid off at KELO.

Several of the promotion devices we have used to increase station acceptance and to enhance the benefits which accrue to an advertiser using our facilities are discussed in the following.

KELO set up a trade-out with eight theatres in Sioux Falls for a movie trailer which stresses the NBC Parade of Stars heard over KELO and points up our dial position. We made arrangements with the Sioux Falls Transit System to carry KELO bus cards in its entire fleet.

Backdrop for a KELO live-talent show is examined and discussed by station's sales promotion manager, Tony Moe, and Artist Dick Nolgren

When a new program is scheduled over KELO we use courtesy announcements. This is good business because the client hears the announcements, and more important, his competitors hear them. This may explain why we have nine Sioux Falls automobile dealers advertising over KELO.

A touchy subject with most station promotion men is newspaper advertising . . . the kind that costs so much per column inch. Once you decide to use newspaper space the obvious thing is a contract. Get the advantage of a discount. With a contract you can place a small portion of the avalanche of promotion material provided by the networks and the various agencies. Edit all material and be sure what you use is fresh and timely.

We have found that weekly papers in the smaller towns are more cooperative in printing news releases and publicity items. If an individual from a nearby city is involved play up the local angle and the editor of the weekly often will print the story because of the local news peg.

Timing Is Important

On a specific campaign such as a power boost or a change in frequency a billboard campaign can be tied-in with other promotion effectively. Timing in all promotion is most important. When you do use billboards be sure the billboard copy repeats certain key phrases which might be your station break and the copy used in your movie trailers. Get the cumulative effect by repetition in the different media.

Merchandising and window displays are a big headache to the promotion manager with limited time. We have found that most ad-

(*Continued on page 78*)

TOP PROGRAMMING
IN A TOP MARKET

KAGH 1300 KC
KAGH-FM
98.3 MC — CHANNEL 252
Covering the First Market
of the West
PASADENA, CAL.

Whenever you need long-period, high fidelity recording, look to the MAGNETONE*— the latest news in wire recording!

Now ..high fidelity recording up to 3 hours!

The "MAGNETONE" uses plated brass wire and makes permanent magnetic recordings of unsurpassed quality. Recordings may be "erased" and the wire reused any desired number of times.

"Erasure" is automatic as a new recording is made. Life of the magnetic wire is unlimited. Reels of wire in ½, 1, 2 and 3 hour time periods are available. The "MAGNETONE" is portable, durable, in attractive metal or black leatherette case.

Broadcasting stations will find this magnetic recorder ideal for remote pickup and delayed broadcast work. Especially suited for conference recording, case history study, educational training, opera recording, dispatchers' monitoring, police radio monitoring and many other long period recording usages.

Outstanding characteristics of the MODEL BK-303 "MAGNETONE" are its fast rewind, fast forward speed, and constant recording speed which permits any section of a recorded program to be spliced into any other section without impairing the faithful reproduction.

Write today for detailed specifications of the

"Magnetone"

THE Brush DEVELOPMENT CO.

3405 Perkins Avenue • Cleveland 14, Ohio, U.S.A.

MAGNETIC RECORDING DIV. • ACOUSTIC PRODUCTS DIV.

INDUSTRIAL INSTRUMENTS DIV. • CRYSTAL DIVISION

*Trademark

IN ATLANTA IT'S WCON
THE ATLANTA CONSTITUTION STATION

NATIONAL REPRESENTATIVES HEADLEY-REED COMPANY

Drawing by A. B. Frost from "UNCLE REMUS: His Songs and His Sayings" by Joel Chandler Harris, which first appeared in THE ATLANTA CONSTITUTION in 1879. Copyright 1908, 1921, by Esther La Rosa Harris. By permission of D. Appleton-Century Company, publisher.

WCON
5000 WATTS • 550 KC

SPEARHEADING THE PROGRESS OF FM

WASHington D.C.

RADIO'S BEST BUY IN THE NATION'S CAPITAL

WASH FM

EVERETT L. DILLARD
GEN. MGR.

1319 F STREET, N.W.

SPRAGUE VONIER, former assistant secretary to Mayor John L. Bohn of Milwaukee, has joined promotional staff of WTMJ, WTMJ-FM and WTMJ-TV Milwaukee.

ELLIOTT M. SANGER Jr., who has been in charge of promotion for WQXR and WQXR-FM New York since last June, has been appointed assistant to **IVAN VEIT**, director of promotion and research of New York Times. Both WQXR and WQXR-FM are stations of New York Times. No replacement for Mr. Sanger has been announced.

JAMES MOORE, former newspaperman, has been appointed head of newly-organized public service department of KMA Shenandoah, Iowa. Unit has been formed to "personalize" relations between station and its listeners. Mr. Moore has worked for newspapers in Midwest, and during last year's National Plow Terrace Contest in Nebraska, he worked with soil conservation officials to prepare special farm edition for distribution in area of contest. In new duties, Mr. Moore will seek to aid in answering social and economic problems of KMA listeners.

Mr. Moore

ALEXIS TELLIS, who recently resigned as sales promotion and publicity director of WIND Chicago, and Miriam Thompson have announced their marriage.

Promotion

'Velvet Smoothness'

EMPLOYING sense of touch to point up "velvet smoothness" of FM broadcasting, WRAL-FM Raleigh, N. C., has issued new rate cards and staff business cards printed on special stock paper. Light grey, cover stock paper, with one smooth surface and the other of velvet-nap texture was used for the cards. Fred Dodge, WRAL-FM sales and service manager who originated the idea, states that response from prospective sponsors is good—when they handle the business card or rate card they think of FM's velvet smoothness, "natural opening to talk about FM's superior quality."

WILS Record

REPORT on public service activities of WILS Lansing, Mich., during its first year of operations, has been compiled in booklet form and issued to the trade by that station. Titled "Let's Look at the Record," booklet opens with statement of station officials on aims and achievements of WILS. In one year, station has carried without charge 1,210 quarter-hour periods, 2,389 non-commercial spot announcements, and 1,751 non-commercial announcements inserted in MBS network shows, all in the public interest. Complete list of civic, governmental and fraternal organizations which have been given free time on station is included in booklet. Last page contains station's pledge to continue its "responsibilities in the performance of service to the community."

KOA Ad

REPRINTS of ad titled "Letter to Mickey," which was run by KOA Denver in February issue of Rocky Mountain Life magazine, have been distributed to the trade by that station to furnish information on activities of KOA. Ad features letter, in faltering printing, from young boy who states that he operates his own radio station with 15 w power and would like to have some information on KOA. Answering letter to Mickey from station gives data on KOA personnel and operating activities.

Gray & Rogers Booklet

COLLECTION of 22 ads which Gray & Rogers, Philadelphia advertising agency, has run in various newspapers in past two years has been compiled by agency into booklet titled "An Advertising Agency Advertises Itself." Booklet has been distributed to clients and prospective clients and other interested persons. Purpose of publication is to answer demands received by Gray & Rogers for reprints of its advertisements.

Electric Show

LARGE-SCALE showing of television sets in Boston, scheduled for First Annual Electric Show at Mechanics Bldg., April 3-10, will include televising of the public by WBZ-TV Boston-Springfield, and viewing over battery of video sets of NBC network television programs as sent from New York to Boston via microwave relay system. Arrangements for the NBC shows were made by WBZ-TV. "Camera chain," consisting of television camera, camera control unit, and power supply unit, will be set up on stage at Mechanics Bldg., where public will be interviewed and televised by Chick Morris and Sidney V. Stadig of WBZ-TV. These telecasts will be relayed to dealers' sets on display throughout exhibit and also will be visible to persons being televised by means of screen on stage.

Tourist Magazine

PICTORIAL magazine displaying "scenic wonderland" of the Pacific Northwest has been published by Pacific Northwest Broadcasters, operator of XL stations. Titled "Pacific Northwest Playground," publication is issued each year by XL stations, which this year were joined by KING Seattle, KBMY Billings, Mont. and KGEZ Kalispell, Mont., in publishing magazine. Some 200 business firms in the area are distributing the magazines, with recipients urged to mail publication to friends in other parts of country as invitation to visit the Pacific Northwest. Sixty-four page magazine contains pictures of outstanding features of the area and helpful information to tourists.

KROD Brochure

REPRINT of article published in El Paso (Tex.) Times constitutes cover of brochure distributed by KROD El Paso. Article is based on FCC granting KROD an increase in power from 500 w night and 100 w day to 5000 w day and night. Inside spread shows two microphones with ". . . more coverage than any Southwestern station west of San Antonio . . ." printed in red letters across two pages. Red arrows along sids of spread point to paragraph that tells KROD's increase is official now and all it is waiting for is delivery and installation of new transmitter equipment.

Service Awards

BRONZE medallions bearing 4-H clover leaf and words, "WNAX 4-H Service Award, 1947," have been presented to 300 4-H Club boys and girls in four states by WNAX Yankton, S. D. This was seventh annual presentation of the awards as means of providing recognition for members who participate in entire 4-H program. Club members in South Dakota, Iowa, Nebraska and Minnesota were included.

News Guide

MORE THAN 900 requests for "News Tonight," a study-guide on radio newscasting, were received within two weeks after brochure's publication by Compton News Service, the agency reports. Brochure, available without cost to teachers of social study and allied classes, was compiled by Radio Information Bureau of the Service. Methods of analyzing radio newscasts and class projects are listed.

WHBC Post Cards

POST CARDS have been prepared by WHBC Canton, Ohio, on behalf of Nabisco Shredded Wheat, and sent to salesmen of National Biscuit Co. in Canton, for them to sign and send to their respective customers. Cards call attention to Nabisco campaign on "Musical Mailbag" show and Paul Whiteman "Memory Tune" contest being featured by WHBC. Printed in royal blue, cards read: "NABISCO Shredded Wheat helps you win customers . . . and your customers can win any one of 410 fabulous prizes worth $22,650 . . . Encourage your customers to enter . . ." Dotted lines are provided at end of card for salesman's personal signature and his telephone number.

Naming Baby

NAMING baby girl of a WBT Charlotte, N. C. staff member has been subject of a contest over that station. Dewey Price, tenor with Carolina Hayride group over WBT, asked listeners to suggest names for his new daughter. Letters and post cards poured into the station and the "suggestion" developed into full-fledged contest station reports. Listener suggesting winning name received record player through courtesy of local merchant.

Subway Ads

ADVERTISEMENTS promoting WB Chicago as "the hospitality station the nation" are being featured as locations of all Chicago subway throughout length of the undergro tube. Copy reads, "You've heard th . . . plan to see them. Breakfast C Welcome Travelers, Ladies Be Sea Amateur Hour, House That M Built. 299,528 people attended WEB ABC Chicago broadcasts last Call or write ABC Guest Relations ticket information."

Rain as Prize

HEAVEN will reward rancher or farmer judged winner of "Labor Saver" contest on KMPC Hollywood's "Farm and Market" program in the form of artificially-created rain. Aerial cloudseeder will disperse dry ice in clouds above winner's land in attempt to cause the much-needed rain.

Commercial Popularity

UNIQUE commercials used on "Fo Club" program over WFOX Milwauke was subject of contest recently conducted on that show. For some time program has been interrupted each da by phone call from gentleman know as "Kilroy" who, in his own way, informed Paul Bartell, announcer, wh the sponsor, Schudson's, had to offer merchandise and service. In effort determine Kilroy's popularity, sponsor staged contest asking listeners to wri letters of their opinions of the commercials. Since opinions for and again Kilroy ran about 50/50, two gran prizes were awarded. Contestants al were invited to attend party at Schudson store, during which prizes we awarded and each participant was give ball-point pen.

Public Service Report

REPORT on public service activities 1947 of WTAR Norfolk, Va., has bee prepared in book form and distribute to the trade by that station. Twelve page report lists all public service programs and announcements carried b station and names of organization served. Total of 1,133 hours—4,150 programs and 6,929 announcements—are listed.

KWIK Float

OPENING of new automobile assembly plant in Van Nuys, Calif., brought forth big parade through Van Nuys. KWIK Burbank went nautical with a large float in parade. Float was shaped like a ship with four show girls from Earl Carroll's on top. Large poster on side of ship read: "A Welcome to Chevrolet from KWIK . . . Dial 1490."

CHNS
HALIFAX NOVA SCOTIA
A CAPITAL Station
In A CAPITAL City gets
You CAPITAL Results!
Ask
JOS. WEED & CO.
350 Madison Ave., New York
P.S. We now have our 5000 Watt Transmitter in operation!

WFLB FAYETTEVILLE, N.C. TAKES AIR ON 1490 KC

WFLB Fayetteville, N. C., operated by Fayetteville Broadcasters Inc., made its debut Feb. 18 with a special inaugural broadcast, and the following day began regular operation of 18 hours daily with 250 w on 1490 kc. John M. Croft, formerly with WBTM Danville, Va., and WJPA Washington, Pa., is general manager.

Studios, transmitter and offices of the new station are located in a new, modern building two miles from downtown Fayetteville on Bragg Blvd. RCA equipment is used throughout with a 350-ft. self-supporting Truscon tower.

WFLB staff members include Chief Engineer E. A. Whitlock, formerly with KVOR Colorado Springs and WRIB Providence, R. I.; Commercial Manager N. L. Royster, formerly with WMMN Fairmont, W. Va., WRRF Washington, N. C., WOLS Florence, S. C., and WAYS Charlotte, N. C. Announcers are Harvey B. Dunn, previously with WKLA Ludington, Mich., and WGBR Goldsboro, N. C.; Al Jordan, of WCKB Dunn, N. C.; Art Kellar, from WRON Ronceverte, W. Va., WAND Canton, Ohio, and WGBR; Del Carty, formerly with WRIB, and Tom Hickerson, new to radio.

Continuity and women's director is Eleanor Dorsett, formerly of WTMA Charleston, S. C., and WNEW New York. Lib DeVane is news editor and Cantey V. DeVane is traffic director. Engineers are William M. Bell, William C. Finch, David O. Beck and William Bailey.

WFLB subscribes to NBC Thesaurus Library and INS news and is represented nationally by Cox and Tanz.

FIRST of series of 15-minute transcribed dramas for Foster Parents Plan for War Children Inc. has been cut at NBC New York. Series will be made available free of charge to stations throughout the country. Foster Parents Plan is located at 55 W. 42d St., New York.

FREE sponsorship of its weekly program "Preview Theatre of the Air" has been given Cancer Prevention Society, Los Angeles, by KFWB same city.

They Say....

"ONLY the broadcaster himself is condemned to silence, forbidden to raise his voice [on the air]. This . . . suggests, in the realm of radio at least, that the only man who is not qualified to a public opinion is the man who has provided the means whereby others may express it. The basis for it, as nearly as it can be determined here, is the fear that if radio is granted the right to editorialize, it will in the coming campaign propagandize heavily for one party and against the other. This raises the question whether the air waves, established to be in the public domain, should be freed for the expression of partisan bias. It is a question which Congress will have to answer. It should be able to do so easily along the lines that the FCC was established to prevent a mechanical and technical chaos on the air through a conflict over frequencies, not to determine directly or indirectly what is broadcast once frequencies are assigned.

From editorial in The Daily Mail, Charleston, S. C.

* * *

"BROADCASTERS [attending recent Louisiana-Mississippi broadcasters' meeting] were interested in fact newspaper advertising has continued to expand despite growth of radio advertising, and television offers little competition to radio, newspapers or motion pictures . . ."

Phil Merryman, of Anderson & Merryman, New York-New Orleans radio consultants.

* * *

"THE PROBLEM of preserving essential military secrecy in the atomic age without infringing basic democratic freedoms cannot be solved by government censorship, no matter in what guise. A sense of far greater responsibility to the national interest than ever before . . . on the part of all information media is basic to the solution of this problem . . .. But the government, too, has obligations . . . Security 'checks' of persons engaged in highly secret government research sometimes are completed after the person concerned has finished the job. In other words, the information media of the country are not responsible for many of the most important 'leaks;' government's own inefficiency and carelessness are often to blame . . ."

Hanson W. Baldwin, writing in The New York Times

* * *

"CERTAINLY Pepper [Senator Pepper of Florida] is right in believing that broadcasting Congress would bring people closer to its lawmaking body, and make its lawmakers much more real to the people who elect them. Congress and its proceedings now are more or less of an abstraction to millions of voters, and that fact probably lies at the bottom of much of the apathy and cynicism with which millions of people regard their government. Radio, by reproducing the human voice and the personality behind it, can give us an idea of the man behind the words . . ."

From editorial in Daytona Beach (Fla.) Evening News

* * *

"WE'RE IN FAVOR of giving the radio stations just as much leeway in this respect [editorializing] as the newspapers always have had . . . The logical course would be to devote a given amount of time per day to a feature plainly labeled as the station's or network's opinions, and equal time to the airing of 'Dear Sir, you cur' crackbacks from listeners . . . Some managements or editors in these places [where there is only one newspaper in a community, or two papers under same ownership] are broad-minded and courageous enough to give opposite opinions an even break in their columns; but not all of them are . . .

From editorial in Times-Herald Washington, D. C.

* * *

"AS THE GOLD RUSH of 1849 was the big robust thing that happened to the country in the last 100 years, television will be the big robust thing that happens to it in the next 100 . . . Television pyramids all other forms of advertising and there is going to be a mad scramble to get in on it at the beginning."

Noran E. Kersta, director of television, NBC, in interview on KSD-TV St. Louis

KFMB sells SAN DIEGO ...better than ever!

Now 1000 watts on 550 kc

Remember! More power means more sales to more people . . .

KFMB

• Now operating KFMB-FM

BASIC AMERICAN NETWORK (Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO

The Swing is to WHB in Kansas City

10,000 WATTS IN KANSAS CITY

WHB

Represented by JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES

• 5,000 WATTS NIGHT

WCOA PENSACOLA

Wattage now 5000. Day and Night!

Complete coverage in Northwest Florida!

ONLY NBC Station in Northwest Florida!

Audience, over 507,000 listeners!

National Representatives
JOHN H. PERRY ASSOCIATES
New York, Philadelphia, Detroit, Chicago, Atlanta

BAHA'I

The Coming of World Religion

11.

THIS WORLD ERA revolves around one central Figure—Baha'u'llah. He has revealed its goal, defined its truths, inscribed its laws and summoned mankind to fulfill its destiny.

Baha'u'llah was born in Persia on November 12, 1817. He died at Akka, Palestine, May 29, 1892.

Forty years of his life were spent in exile and prison. From Teheran to Baghdad, thence to Constantinople, to Adrianople and finally to the Holy Land he walked the path of supreme sacrifice distinguishing the Prophet of God from the false leaders of men.

Baha'u'llah recreated the nature of religion, making it the agency of world order and the last hope of a distracted people. His words rekindle the spent fires of worship. Their majesty and power convey nobility. Their healing restores the power of truth and love to the sick soul.

Baha'i literature free on request.

BAHA'I PUBLIC RELATIONS
536 Sheridan Road, Wilmette, Ill.

AIR TIME IS VALUABLE!

To get the most from your radio time—to coordinate the elements of your program with split-second accuracy, use—

GALLET, GALCO
and
SECURITY
STOP WATCHES
and
CHRONOGRAPHS

Preferred for over a quarter century by industry where precision timing saves precious dollars.

Send for free catalogue

THE ELMOR COMPANY
11 E. 45th St., New York 17, N. Y.
Importers and Distributors
MUrray Hill 7-2587

Promotion Pays

(Continued from page 74)

vertising agencies are cooperative and frequently they will provide point of sale material on request. This means that the station is spared the expense of printing, and the time and effort devoted to placing the cards in the store can be counted as a good will visit.

KELO has used direct mail extensively. To be sure, this is expensive. However, a dealer letter not only tells about the radio program and the product of its sponsor, but the station call letters are very much in evidence and the grocer or the druggist is a good man to have on your side. He meets a lot of people and he is more receptive next time you come around with a display card for his front window.

We try to make the wholesalers and the retailers feel that they are being "let in" on something . . . That they are "on the inside" of the advertising campaign. To get productive distribution for our direct mail promotion we have set up a file of the complete memberships from Chambers of Commerce in 60 cities and towns in our coverage area in Iowa, Minnesota and South Dakota. This information is indexed by business categories.

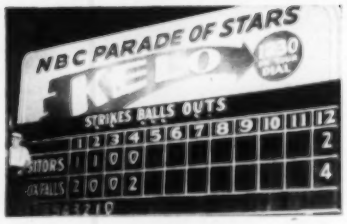
If you plan to direct a mail campaign toward advertising agencies, work hand-in-glove with your station representative. Usually he is in the know. But supply your representative with plenty of ammunition to help him sell—facts and figures and market trends. And get an up-to-the-minute list of all his agency timebuyers. When you make a favorable report on your station the timebuyer will remember you when he places another schedule. Keep your agency list handy and be sure it is accurate. If you expect a lot from your representative chances are you will get a lot.

Promotion reports are as much work as the actual promotion itself. At the same time the report is just as important. It is a source of wonder how easily pleased and how sincerely grateful agency people are for the promotion stations do in behalf of their clients, probably because agency personnel are more aware of promotional support than any other group. It isn't what you do, it's what you tell them you do.

Stress Public Service

Don't underestimate the importance of talks by your farm man, your sports director, your women's editor and your news editor. The public likes to get behind the scenes of radio and, whatever you might think about the radio business, it is glamorous to those not engaged in it. But stress the public service side. Explain the thorough job radio is doing in public service, news and special events. Let's put our best foot forward.

Showmanship must start at the top. Imagination, enthusiasm and drive among key personnel will influence the work of every member of the organization. If the station operator is not enthusiastic and proud of what the station is doing, then he should get out of the radio business. Every employe of a station can be an ambassador of good will in the community. An enthusiastic and loyal employe can develop a tremendous amount of good will for the station by "word of mouth" advertising.



KELO scoreboard at Sioux Falls Canaries ball park.

Preliminary Plans

Before you launch a promotion campaign in a hit-or-miss fashion it is best to analyze the market and the function of your station by merely asking the questions: "Whom do we want to reach?" "What results do we hope to achieve?" Once the goal is determined, then the methods can be decided upon. And right at that point, consider the budget. Analyze the costs before you start.

These are a few of the devices KELO has used to advantage. Peculiar conditions in different locales call for variation, but as we begin a new year and advertising budgets are being allocated, it is time to ask ourselves, "Where have we failed in station promotion?" Then let's do something about it.

Gerl Predicts No Drop In Prices of Receivers

AN INCREASE in the production of FM and television receivers with no "appreciable" decrease in price was predicted by Joseph Gerl, president of Sonora Radio & Television Corp., in his annual report to 6,000 Sonora dealers.

"Today," said Mr. Gerl, "genuine FM radio receivers are down to about $65 for the low-priced table models, and range up to $1,000 for the finest console radiophonograph combinations. Television receivers, with 10-inch pictures, range around $300 at the lowest level. Radio manufacturers have already had experience with mass production runs on these items, and it does not appear as if any genuine receiver or television set can be produced and marketed for less."

KMPC Hollywood recently won praise from J. Edgar Hoover for its weekly program "Know Your FBI." The FBI chief commended the station for its "dedication to the highest principles of Americanism" through the program.

EXHIBITORS RESERVING NAB CONCLAVE SPACE

NINE heavy equipment manufacturers, eight other equipment firms, eight transcription companies and three other related organizations have reserved space at the annual exhibit to be held May 17-21 in connection with the NAB convention at the Hotel Biltmore, Los Angeles.

Only 6,000 square feet will be available for heavy equipment in the Biltmore ballroom and foyer, about a third the space utilized at the Atlantic City convention last September. Other exhibitors, however, will have ample space on the second floor of the hotel, with over 70 rooms reserved for their use [BROADCASTING, Feb. 9]. They will be able to demonstrate recording equipment and programs this year whereas last September's exhibit was silent because all activities were held in the convention hall.

Heavy equipment manufacturers who will display their wares at the Biltmore include Collins Radio Co., Federal Telephone & Radio Corp., Gates Radio Co., General Electric Co., Graybar Electric Co., Radio Corp. of America, Raytheon Mfg. Co., Western Electric Co., Westinghouse Electric Corp.

Other equipment exhibitors will include Amperex Electronic Corp., Andrew Co., Fairchild Camera & Instrument Corp., Magnecord Inc., Presto Recording Corp., Rangertone, Inc., Hermon Hosmer Scott Inc., Wincharger Corp.

Transcription exhibitors will include Associated Program Service, Commodore Productions & Artists, Harry S. Goodman Radio Productions, Langworth Feature Programs, C. P. MacGregor, Standard Radio Transcription Services, World Broadcasting System, Frederic W. Ziv Co.

Other exhibitors who have announced they will have displays are Broadcast Service Bureau, Broadcast Music Inc. and Broadcast Measurement Bureau.

BBC Files As Agent

IN COMPLIANCE with the Foreign Agents Registration Section, the Washington News Office of BBC, has filed with the Department of Justice as agent of BBC London. The function of the BBC news office, whose news correspondent is R. L. Miall, is to provide a general coverage of United States news for the BBC.

At CFRB

there are 100 full cents in every DOLLAR!

There are over 40 advertisers who have been using CFRB for the past twenty years—and we hope they'll keep right on for the next twenty! Now, there must be some good reason for this loyalty—some sound business reason. And there is! These wise sponsors have discovered that on CFRB they can buy more listeners—and customers—per dollar spent, than on any other Toronto station!

Yes, for every advertising dollar, CFRB offers:

2,795 potential radio homes after 7 p.m.

3,475 potential radio homes between 6-7 p.m.

5,195 potential radio homes at other times

That's full value, to be sure—one hundred cents advertising power for EVERY dollar spent on CFRB!

CFRB TORONTO

REPRESENTATIVES

UNITED STATES
Adam J. Young, Jr. Incorporated

CANADA
All-Canada Radio Facilities Limited

Looking forward to the next twenty years!

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

250 watt station manager in city of 16,000 population. Must understand all phases of managership including details of putting new station on air within the next six months. Salary and commission for progressive man. Give complete details as to experience, salary arrangement and at least three references in first letter. Midland Daily News, Midland, Michigan.

Sales manager, kilowatt independent station; also opening for experienced announcer. Interview necessary. KSIB, Creston, Iowa.

Salesmen

Straight percentage salesman; southern 1000 watt daytimer in town 20,000. Box 905, BROADCASTING.

New England 5000 Watt Mutual Wants Salesman
Good salary and working conditions. Send references and picture to
Box 849, BROADCASTING

Salesman—Proven record. Also operator-announcer first class license. Growing station. Car needed. Write KBLF, Red Bluff, California.

Salesmen, now calling on radio stations; represent transcription producers, seven top shows. Exclusive territories. Replies confidential. State full particulars in first letter. Box 914, BROADCASTING.

Announcers

New NBC affiliate wants versatile combination announcer-engineer. Ability determines salary. Send qualifications and platter to Box 786, BROADCASTING.

Johnny Bradshaw, announcer in south Georgia before war, send your address to Box 844, BROADCASTING.

Central California stations will have openings for top grade announcers with first phone licenses. Good advancement possibilities for men of ability, network affiliate. Good working conditions, minimum salary $72.50. Send full details, experience, and background together with voice record and photo. Box 862, BROADCASTING.

Experienced announcers new daytime kilowatt, small town. Combination unit three miles out. A chance to make your own future. Housing available for personnel, also FM soon. WRCS, Ahoskie, N. C., full details first letter. On the air in April.

Announcer—New FM station has opening for experienced announcer. Prefer man from this general area. Send full information, photo and disc. WEEX, Easton, Penna.

Wanted—Staff announcer. Send transcription and biographical material. WDRC, Hartford 4.

Announcer-disc jockey, experienced ad-lib and well versed in participation shows. Disc and photo must precede interviews. WMMW, Meriden, Connecticut.

Wanted—Announcer-operator, new 1000 watt FM station in Minneapolis. Capable sports and newscaster. Must be born again believer. Send disc, photo, details first letter. Box 915, BROADCASTING.

Good first class announcer needed at progressive station, phone or wire W. E. Harkness, WLBF, Leesburg, Fla.

Announcer-engineer, full time network station in southwest. Good pay. Box 937, BROADCASTING.

Help Wanted (Cont'd)

Technical

Chief engineer wanted. Must be thoroughly experienced, energetic, responsible, sober, neat and around thirty. Middlewest model 250 watt station. Has good crew and plenty of equipment. But we need a worker to get the technical kinks ironed out. Are you the man? Then write, stating past history and wages expected. Box 851, BROADCASTING.

Wanted—Combination engineer-announcer. Apartment available, ideal working conditions. $225.00 per month, 40-hour week. Wire, write Box 852, BROADCASTING.

Chief engineer—Thoroughly experienced IRE man to set up directional antennae and install and operate used WE 5 kw water-cooled transmitter and equip for AC operation throughout. Salary $80 for 44-hour week at progressive NW network station with opportunity for advancement if you have the knowledge and ability. Permanent position. No alcoholics. Box 853, BROADCASTING.

Wanted immediately—Dependable, sober, engineer. Modest salary. Stiff working schedule. Top 10 kw Ohio FM station. Mail qualifications and references to Box 902, BROADCASTING.

Montana—Combination operator-announcer with good voice. Airmail photo, disc, KPRK, Livingston. Housing available.

Wanted—Transmitter engineer for AM and FM. No control room operating. Present 3 kw FM transmitter, will have a 10 kw amplifier soon. WKPT, Kingsport, Tennessee.

Chief engineer, we have just been granted CP for 250 watt AM station in this 15,000 population city, located heart of Cumberland Mountains, pleasant, mild climate. Want chief engineer to supervise building of studio, installation of equipment and remain permanently. Prefer engineer who has had experience in launching new station. Give full details, references, salary wanted. Cumberland Gap Broadcasting Co., Middlesboro, Ky.

Chief engineer for New England established 250 watt AM with FM operation. Expansion plans for both. Fine opportunity for right man. Apply by letter, Box 916, BROADCASTING.

Combination engineer-announcer, send disc, references to WBUY, Lexington, N. C.

Wanted immediately-English-announcer with first class phone ticket. Mutual affiliate, best of working conditions. $1 hour, time and half over 40 hours. Air mail disc KPOW, Powell, Wyoming.

Program director, also operator who wants to learn part-time announcing. No writing. Mutual fulltime in good exclusive Georgia town. Box 572, BROADCASTING.

Complete staff now being organized for new 250 watt daytime midwest AM station. Applications being taken for program director, salesman, chief engineer, announcers. Send complete information with first letter. All replies confidential. Box 938, BROADCASTING.

Wanted—Bookkeeper with experience small station, preferably on west coast or who is unattached so can move, is wanted by local station, NBC affiliate, unless experienced qualified, can furnish recommendation and can figure short rates and furnish comparative monthly statement don't apply. Starting salary $45 weekly. BOX 936, BROADCASTING.

New England Regional

Complete staff; key positions. Program director, engineers, announcers or combinations. Exceptional opportunities for competent men. Start about April 1, 1948. Send full particulars first letter, disc, photo, etc.

WWNH, Rochester, New Hampshire

Situations Wanted

Managerial

Now general manager, part owner, smaller independent. Previously general manager network outlet, large market. Prefer management network station. Newspaper background. Could invest. Box 482, BROADCASTING.

40% discount. Money isn't everything! Radio executive with 16 years thorough sales, program, business management and time buying experience in top New York agencies, station and network seeking management connection with radio station out of New York. Will consider 40% reduction in present salary for start in right spot. Box 693, BROADCASTING.

Successful 250 watt manager desires change. Strong on sales. Good local programming. Civic-minded. Will put station in black. Age 28. Radio 12 years. Announces all types shows and sports. Box 804, BROADCASTING.

Manager—Now operating 250 watt network affiliate desires change to larger market. Thoroughly experienced sales, promotion, public relations. New or established stations. Family man in middle thirties. Best references. Box 868, BROADCASTING.

Available—Station manager. $10,000 minimum. Worth it. Box 878, BROADCASTING.

Manager or program director—Six years experience all phases radio and management. Have organized staff and beginning operations for FM station. Available April 1. Top references. Midwest. Box 894, BROADCASTING.

Commercial manager—Salesman, age 40, now employed, legitimate reason for wanting change. Family man, 16 years newspaper and radio sales experience. Box 899, BROADCASTING.

Commercial manager—National, regional and retail. Intelligent, resultful representation guaranteed. Box 879, BROADCASTING.

Salesmen

Equipment sales engineer available immediately. Experienced in all phases of equipment sales. Excellent references. Box 900, BROADCASTING.

Transcription salesman now on road who would like to add weekly recording that will not conflict with present selling. Newly established news program, placed on more than ten stations first week by direct mail. Selling independents only. Confidential. Box 908, BROADCASTING.

Salesman, aggressive, with college degree in speech, concentrative in radio, persuasive speaking, radio sales. Some experience, well trained and very ambitious. Ed Roeder, 4161 Connecticut St., St. Louis, Mo.

Salesman — Ambitious young man, single, personable, college graduate, veteran, eager to get started in small progressive station. Excellent experience and background. Salary secondary to opportunity. Box 917, BROADCASTING.

Times salesman, experienced. Personable and aggressive, age 27, single. Desires station or radio rep affiliation, midwest or west coast. Box 918, BROADCASTING.

Announcers

Need early morning or all night man? Proven record. Tops in hillbilly DJ shows. Presently most successful station manager of small station. Box 803, BROADCASTING.

Experienced announcer, console operation, excellent newscaster and time salesman. Present employment proven announcing and sales record. Prefer eastern states. Married, available March. Box 848, BROADCASTING.

Combination man. Chief announcer program director. 1st phone, play-by-play baseball, special events. Thoroughly experienced, aggressive, efficient, sincere. Box 859, BROADCASTING.

Experienced announcer has reached top promotion and salary-wise with present organization. Qualified for any program or production position. Presently employed with excellent references. Box 871, BROADCASTING.

I've been called man, mouse and louse. Will you add "announcer" to the list? Box 893, BROADCASTING.

Announcer, 24 years old. Sports editor, play-by-play; disc jockey; commercial announcing; audience participation. Have most outstanding disc show in vicinity, draws top mail. Not shopping around for just anything. Want something where I can settle down and apply all of my ability. Available with sufficient notice. Now employed at a network affiliated station. Single and a veteran. Box 895, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, continuity writer, vocalist. College training. Willing to work. Steady, dependable. Married. Disc upon request. Box 901, BROADCASTING.

Announcer-writer, one year AFRS, experienced in commercials, newscasts and disc shows. Will supply resume and full upon request. Will go anywhere. Box 906, BROADCASTING.

Announcer - sportscaster. Experienced. Specialize in baseball. Will travel. Box 907, BROADCASTING.

Announcer, 17 months experience. Knows programming, copywriting. Vet, 1 child, family man. Desire permanent location. Available immediately. Will travel. Disc and information on request. Dale Chronister, 3139 N.E. 57th, Portland 13, Oregon.

Announcer—Experienced. Available immediately. Go anywhere. Details on request. Dick Roche, 1610 N. Normandie, Hollywood 27, Calif.

Announcer, 7 years experience, dependable all night disc jockey, past experience is proof of ability. Excellent mail pull. Single, reliable and sober. Salary of no object. Will go anywhere. Now employed. Details on request. Box 896, BROADCASTING.

Here's a couple you need! Mr.-experienced staff announcer, newscaster, disc jockey, sports "color" man and "board" operator. Conscientious and hardworking. Mrs.-experienced woman's program director and continuity writer, some sales and news rewrite. Desires to present woman's program. Full or part time work. Both trained at leading radio school and both experienced in network stations. Box 897, BROADCASTING.

Announcer now employed 250 w network affiliate. 22, married, B.A. in Radio, New York University. Present employer knows of this ad. Best references, sober, reliable, hard worker. All I ask is an audition. Box 910, BROADCASTING.

Outstanding morning and specialty man. Only consider personal interviews. Prefer southeast. Box 919 BROADCASTING.

Experienced sportscaster desires permanent location in midwest or east. Position to include baseball play-by-play. Six years behind the mike. Box 922, BROADCASTING.

Embryonic announcer, ambitious, talented, dependable, would like to grow with station. Illinois, Wisconsin, Indiana. Can Write continuity. Personal audition or disc. Write Box 921, BROADCASTING.

Announcing preferred. Can also write commercial copy, produce, act. Chicago experience. Single. Will travel. Box 920, BROADCASTING.

Announcer, idea man, some experience. Go anywhere. Box 923, BROADCASTING.

Why be half safe? Listen to my disc and be sure. Solid training news, commercials, disc shows. Single, will travel. Box 924, BROADCASTING.

News and special events. Top network news, announcing and executive background. Now executive. Wish to relocate in east by early spring. ET, photo and details upon request. Box 925, BROADCASTING.

Attention Chicago studios. Disc jockey with good UP show, high Hooper. Pleasant voice. Arrived Chicago March 1. Wire now for personal interview. Residence already established. Box 926, BROADCASTING.

Technical

Qualified engineer—33, married, child, car. 10 years experience construction, installation, operation, maintenance, directional. Desires permanent position as technical director during installation and continue as chief thereafter. Prefer midwest area. Any power AM-FM. Minimum $85.00. Box 857, BROADCASTING.

Technician. 1st phone. Grad RCA Institutes. Vet, 26, single, will travel. Harold Fraitag, 1 Caryl Ave., Yonkers 5, New York.

Engineer—Now serving as chief. Six years experience. Active "Ham". Florida station preferred. Personal reason for change. Box 898, BROADCASTING.

Built over dozen stations (to 5 kw) past quarter century! Prefer locating as chief in nearby Texas or Oklahoma at $400 monthly. Box 941, BROADCASTING.

Combination man. First class license. Ten years announcing experience. Married. Employed at present. Box 940, BROADCASTING.

Situations Wanted (Cont'd)

TELEVISION ENGINEER

Seeks Greater Opportunity

Fifteen years experience in practically all phases of the art. Executive experience. Top references.

BOX 909, BROADCASTING

Engineer—Recent RCA graduate. Young, ambitious, desires broadcast studio work. Have first class phone license. East or west coast preferable. Your offer determines final locality. Available immediately. Box 911, BROADCASTING.

Construction engineer — Licensed, experienced. Best of workmanship. Will build local station, then handle combination shift. Young family man. $75 weekly. Box 926, BROADCASTING.

Year as engineer-announcer. Would like opportunity as chief in established station. Dependable, ambitious. Have car. Answer all offers. Box 927, BROADCASTING.

Engineer technician, practical man, with telephone first. Capable as chief, 250 watt local—full property. Maintenance responsibility, married, mature age. Requires $65.00 week minimum. Available to April 1st for permanent connection, exchanges views and references. W. S. Crooks, G. D. Kent, Ohio.

Engineer, first class, interested in station in mid and northwestern states. Grad two schools, willing to learn more. John W. Hanaway, 2772 E. 75th St., Chicago 49, Illinois.

Experienced television engineering executive available. 21 years all-round radio background, 13 top-level radio/television. Familiar all phases operations with major network, New York, where presently employed. Special events, a speciality. Thorough understanding all TV problems, with know-how and organizing ability to get things done. Box 928, BROADCASTING.

Production-Programming, others

Top quality program director-production manager. Reliable family man, 31, seeks either position or combination in progressive station. Eight years experience. Thoroughly grounded in continuity, production, traffic, music. Presently employed national sales manager. Go anywhere. Answer all letters. Box 863, BROADCASTING.

9 YEARS STATION AND AGENCY EXPERIENCE, PROGRAM AND SALES

Past 2 years radio director. 4A agency. Writing and producing credits for top-flooped regional shows. 29 years old. Av. April 5.

BOX 913, BROADCASTING

Continuity writer or director—Young woman; 23, single, college graduate. Seek place on staff of up-and-coming network affiliate in a sizeable city. Versatility, experience, ideas and that impetus to "do the job right"! Box 912, BROADCASTING.

Teacher of radio, with an outstanding record training students now successfully holding real radio positions. Organizer of radio course in leading professional school. Teaches all radio subjects: announcing (including board operation), acting, writing (commercial and script), production, programming, traffic, station routine. Extensive professional background in theatre and radio (all types stations) plus wide private and class teaching experience. Interested only in progressive professional school. All details on request. Box 929, BROADCASTING.

Musician-farmcaster. Unusual fellow-unusual combination. Radio experience: 11 years voice, piano, platter in Pacific Northwest. Farm experience—Degree in agriculture, 8 years running my own farm, sold just before the "break". Audition disc? Yes, but being a family man I just want to send it to stations where prospects are steady. Box 931, BROADCASTING.

New opportunity wanted. Five years in radio have taught me the value of hard work and attention to job. In present job two years, as program director; career covers extensive work in sports play-by-play; all types of announcing and production. Will listen to any reasonable proposition. Box 932, BROADCASTING.

Situations Wanted (Cont'd)

Radio writer—Married man, two years experience writing commercials, special shows. Background-Newspaper advertising, editorial writing, sales correspondence. Wants radio work with advertising agency or radio station, Utah, Colorado, California. Box 933, BROADCASTING.

Program director-announcer — Permanent position desired, sober, neat appearing. Four years experience, local and network. Handled all type shows. Now program director large metropolitan FM station. Available April first for personal interview. Box 934, BROADCASTING.

Add an asset to your staff—Personable young woman, experienced and trained in promotion and research in radio and publishing. Knows media, presentation, reports, sources, surveys. Familiar materials, layouts, production. Writes well, creative imagination, good contact person, well educated, responsible. Location optional but weekend proximity to New York desired. Box 935, BROADCASTING.

Television program director-producer. Theatre, motion picture, radio and television experience. Can instruct and supervise writing, acting, producing. Knows commercial entertainment values. If you are planning a television station will pay you to get the whole story. Prefer location in central south. Box 930, BROADCASTING.

Schools

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340.

Success Training for the Radio and Airline Industries

THE TELEVISION RACE IS ON!!!!

Television is going places, and Central Schools is going places with it! So, if you are in need of first phone men with advanced training in Television, write, wire, or call Ralph Hinkel, HA5852, Kansas City, Missouri. We should be pleased to send you an illustrated prospectus telling you about the training advantages our men have had.

CENTRAL RADIO and TELEVISION **SCHOOLS, INC.**

17th and Wyandotte Streets

Kansas City 8, Missouri

Situations Wanted (Cont'd)

The Pathfinder School of Radio Broadcasting offers studio-trained announcers and continuity writers. Our graduates are expertly trained. Disc, photos and continuity on request. 1329 Oak St., Kansas City, Mo.

The SCHOOL of RADIO TECHNIQUE

• NEW YORK • HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free Booklet B.

Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

Employment Services

Senior "personality" announcers, continuity-traffic girl, program directors, chief engineers, announcer-technicians. Today, write RRR, Box 413, Philadelphia.

For Sale

FOR SALE

FULLTIME SOUTHWEST NETWORK STATION

A splendid opportunity for a capable operator to acquire a profitable fulltime station with a good network affiliation.

Located in one of the most attractive sections of the growing southwest. Qualified purchaser can buy this property for a total purchase price of $35,000.

Write exclusive representative

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.
1011 New Hamsphire Ave., National 7405

DALLAS
Mercantile Bank Bldg. — Central 1177

SAN FRANCISCO
235 Montgomery St.—Exbrook 2-5672

For sale—1000 watt station. Operating at a profit. Located in southwest. Excellent market area. Box 754, BROADCASTING.

250 watt transmitter. WE 310-B. Adjusted for 250-100 watt operation. Includes tubes and many spare parts. Available immediately to highest bidder. WKAT, Miami Beach, Florida.

2 slightly used WE 109-A reproducer groups complete with coils, equalizers, etc. Suitable 500, 250 or 30 ohm input. 2 slightly used 9-A heads, 4 brand new improved 9-B heads. All guaranteed perfect condition. $550 for all or will sell separately. WDAR, Savannah, Georgia.

250 ft. Truscon triangular self-supporting tower, complete with base insulators, top beacon and traffic lights. New bolts and new lighting cable will make like new. Dismantled, ready for shipment FOB. Dubuque, Iowa. Write or wire Dubuque Broadcasting Co.

For sale—620 feet of 1⅝ inch coaxial cable at $1.50 per foot, FOB, Wichita Falls, Texas. Contact Times Publishing Company, Wichita Falls, Texas.

100 watt station in midwest operating profit. Excellent market area and priced for quick transaction. Box 942, BROADCASTING.

For sale — General Radio frequency monitor for 1340 kc or 1450 kc $250.00 factory condition. KBRL, McCook, Nebraska.

For Sale (Cont'd)

For sale—One RCA 311AB monitor crystal for 1400 kc in holder. One RCA TMV 1298 crystal and holder for 1400 kc. One Weston O-2 425 RF ammeter external thermocouple (repaired). One Weston O-2 425 RF ammeter external thermocouple (new). One Weston O-2 425 RF ammeter internal thermocouple (repaired). One Weston O-2 ammeter internal thermocouple (new). Following UTC chokes and transformers, PA-108, PA-109, PA-126, LS-55, LS-5, LS-66, LS-82, PA-311 PA-104, PA-105, Collins lighting choke (new). Make an offer for all or part to R. Sanford Guyer, WBTM, Danville, Va.

Temco, new 250 watt transmitter, studio console, monitor amplifier, Jensen speakers in cabinets, oscilloscope, sacrifice everything $1500. Chester Daly, 1943 Seneca, Buffalo, N. Y.

Seven 200 pound coils solid, bare, medium drawn No. 8 copper wire, 4000 feet to the coil, suitable for antenna ground systems. New-in original wrappings. Surplus after extensive directional job completed. Will sell at cost price. WDEV, Waterbury, Vt.

Complete package, Gates CB-4 desk, mounted with two Presto 10-A turntables and two RCA MI-4875 pickups. Motors and pickups factory overhauled. Package available for immediate shipment. A real buy! WDBC, Escanaba, Michigan.

One (1) Western Electric 310-B transmitter complete with tubes and crystal for 1450 kc and Blaw-Knox self-supporting tower with complete lighting equipment. Height 199 feet, 13 feet square base on insulators. Address all replies to R. P. Meek, Radio Station WMBH, Joplin, Missouri.

For sale—New towers, any height, immediate delivery. We also erect and service towers, coast to coast. Write, wire or phone 8503. John Greene, Mid-South Tower Company, Southern Pines, N. C.

For sale—Absolutely new Wincharger type 300, 360' tower, including A-4 lighting, 1 extra set metal earth anchors, 1 top guy set and mounting plates for GE 6 bay FM antenna. Also new General Electric type BY-6-A, 6 bay FM antenna complete for installation atop Wincharger type 300 tower. Tower, FM antenna both stored and ready for immediate delivery at cost price of $11,413.50. Write, wire or call collect, Chief Engineer, WORD Spartanburg, S. C.

Muzak franchise in fast growing industrial city of 235,000. Sound investment at $25,000, half cash. Joseph C. McClure, 102 E. 14th, Jacksonville, Florida.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

1000 watt Western Electric broadcast transmitter, type D96020. Excellent condition. $2000. Available about 90 days. KDSH, Boise, Idaho.

188 ft. Lingo guyed tower complete with guys, plates, insulators, standard lighting and lighting choke. One General Radio frequency monitor crystal for monitoring 1340 kc. Two RCA TMV-129-B crystals and heaters ground 1310 and 1340, respectively, WSAV Savannah, Georgia.

Wanted to Buy

Station wanted—General manager network station, program director independent, want to team up. What will $20,000 cash buy? Box 903, BROADCASTING.

Fulltime station. Consider only replies containing details; including P&L statement, balance sheet and selling price. Box 904, BROADCASTING.

Station in good market area. With or without network affiliation. Will consider CP. Box 943, BROADCASTING.

Miscellaneous

Disc jockeys! Fresh comedy patter! Guaranteed laugh provokers! Introductory collection, $10. Kleinman, 1735 N. Bronson, Hollywood 28, Calif.

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt, Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

IRE Awards

(*Continued from page 34*)

R. C. Spencer, Wade Ellis and Ellen C. Fine, Watson Labs.

Tuesday morning, March 23: "A New Figure of Merit for the Transient Response of Video Amplifiers," R. C. Palmer and Leonard Mautner, Allen B. Du Mont Labs.; "High-Quality Radio Program Links," M. Silver and H. A. French, Federal Telecommunication Labs.; "Analysis of the Effect of Circulating Currents on the Radiation Efficiency of Broadcast Directive Antenna Design," Glenn D. Gillett, Glenn D. Gillett & Assoc.; "A UHF Model Study of Current Distributions Induced in Low-Frequency Broadcast Towers and a Discussion of Means for Reducing Undesired Reradiation," Andrew Alford and Henry Jasik, Andrew Alford Labs.; "Circular Polarization for FM Broadcasting", Carl E. Smith, United Broadcasting Co. and R. A. Fouty, Ohio State U. Research Foundation.

Wednesday afternoon, March 24: "A Unitary Tuner-Amplifier for Television Receivers," E. L. Crosby Jr., Bendix Radio and G. W. Clevenger, Bendix Aviation Corp. and H. Goldberg, National Bureau of Standards; "A Picture-Modulated RF Generator for Television Receiver Measurements," Allan Easton, Hazeltine Electronics Corp.; "The Application of Projective Geometry to the Theory of Color Mixture," F. J. Bingley, Philco Corp.; "Reflection of Television Signals From Tall Buildings," Andrew Alford and G. J. Adams, Andrew Alford Labs.; "Field-Coverage Considerations of New York Television Stations", Thomas T. Goldsmith Jr., and R. P. Wakeman, DuMont Research Labs.

"Modern Design Features of CBS Studio Audio Facilities", R. B. Monroe and C. A. Palmquist, CBS; "Methods of Calibrating Frequency Records," R. C. Moyer, D. R. Andrews and H. E. Roys, RCA Victor Division; "Distortions in Magnetic-Tape Recording Due to the Configuration of the Bias Field", S. J. Begun, Brush Development Co.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
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BROADCASTING

When you change your address please be sure to send us your NEW and OLD addresses at least two weeks in advance. It will assure you continuous, uninterrupted delivery of BROADCASTING Magazine.

WFIL-TV RAISES LIVE, FILM TELECAST RATES

WFIL-TV Philadelphia has just published the first revision of its original rate card, raising its charges from $200 an hour to $300 for live telecasts and from $75 an hour to $150 for film.

Increase did not keep pace with previously announced schedule of increases based on number of sets in the Philadelphia area. Under this schedule, when sets numbered 15,000 to 20,000 the rate for live broadcasts was to have reached $650 and for films $250. According to Electrical Assn., of Philadelphia survey, there were 18,500 video receivers in use in Philadelphia area as of Dec. 31, 1947.

Range of the new rate schedules announced by WFIL-TV follows: For one hour, live—$300 one time to $225 260 times; film—$150 one time to $112.50 260 times.

For one-half hour, live—$180 one time to $135 260 times; film—$90 one time to $67.50 260 times.

For 20 minutes, live—$150 one time to $112.50 260 times; film—$75 one time to $56.25 260 times.

For 15 minutes, live—$120 one time to $90 260 times; film—$60 one time to $45 260 times.

For ten minutes, live—$90 one time to $67.50 260 times; film—$50 one time to $37.50 260 times.

For five minutes, live—$60 one time to $45 260 times; film—$40 one time to $30 260 times.

Announcements (one minute or less), live—$40 one time to $30 260 times; film—$30 one time to $22.50 260 times.

Video

(*Continued from page 70*)

effort, greater initiative, greater originality in order to hold and entertain an audience. Also there will be more room for programs of special interest to smaller groups of the total radio audience.

The people of Cleveland will gain three things from television and FM. First, the enjoyment that will come from better quality in radio entertainment; second, the economic benefits from having a new business in town, and third, the unseen good that progress and advance of any kind does for the spirit of a community.

QUADRENNIAL

KTUC Tucson Holds Its First Leap Year Party

Mr. Little, the cake, and some of the birthday 29ers.

* * *

BECAUSE people who have birthdays on Feb. 29 can celebrate them only once every four years, KTUC Tuscon's general manager, Lee Little, has decided to make the day doubly pleasant by throwing them a party. So 46 people arrived Feb. 29 at the studios for "KTUC's First Quadrennial Party for those born on Feb. 29."

From now on it looks as if it will become a KTUC custom.

The station did a 45-minute broadcast of the party, with full descriptions of the big cake, the flowers and candy given as presents, and the buffet supper KTUC served. The KTUC First Annual Leap Year Birthday Party was a big success.

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Programs

AIMED toward youngsters of preschool age, "Kiddie Korner" program aired on WCCC Hartford has become popular with parents also as a "baby sitter" show. Joe Girand, m.c. of "Kiddie Korner," plays children's songs, tells stories and talks to the youngsters on man-to-man basis. Program is sponsored by 170 druggists in central Connecticut, members of Hartford County Druggist Assn. and commercials do not attempt to sell anything but "Your druggist—the man who carefully prepares prescriptions to make you well." Mr. Girand's suggestions to children about obeying parents, brushing teeth, etc., have become rules for admission to his "Kiddie Korner Klub," for which he issues membership cards. To help promote show, each member druggist is supplied by WCCC with window stickers, counter cards and birthday club membership cards telling of the program.

Covers Airline Flight

INAUGURAL flight of Eastern Airlines from New York to Atlantic City was covered by WMID Atlantic City, both in the air and on the ground. During 45-minute flight of the DC-3, which carried Capt. Eddie Rickenbacker, Sen. Albert W. Hawks, and other dignitaries, Mel Siskind, WMID special events newscaster, and Milt Mitler, production manager, recorded on tape interviews with passengers and graphic description of flight. Mr. Siskind joined pilot in forward part of plane for the landing and described the resort town from the air and gave word picture of landing. Live broadcast was presented by WMID as plane landed, with interviews with passengers and those in welcoming party. At special dinner that night held in honor of Capt. Rickenbacker, WMID aired principal speeches and the recording made during the flight. Flight recordings were piped into banquet room simultaneously with airing.

Telecasts of Moon

EXPERIMENTS in use of television to bring close-up view of celestial bodies to video audiences are being conducted by various TV stations. The moon was televised by WPTZ Philadelphia recently as part of Dr. Roy Marshall's weekly popular science program, "The Nature of Things." Telescope was aimed at nearly-full moon from station's transmitter at Wyndmoore, Pa. WMAL-TV Washington also is planning special hour-long telecast March 16 from U. S. Naval Observatory in Washington. Special rack to hold WMAL-TV camera is being fastened to face plate of the Observatory 40-inch reflector, which will track the moon, stars, etc. as reflector moves in line. Arrangements for telecast have been made by Burke Crotty, WMAL director of television, in cooperation with Capt. Guy W. Clark, superintendent of the Observatory.

From Lion's Cage

INSIDE of a lion's cage was scene of recent broadcast made by WDRC Hartford, Conn. when Shrine Circus visited that city. Bob Ensworth, who is writing an article on lion-tamers, went inside the cage as Trainer Joe Walch ordered the lion around. Mr. Ensworth aired a vivid description of the scene from his close-hand position.

Science Developments

TO KEEP public informed on latest developments in science, WWJ-TV Detroit has started series of special Sunday afternoon telecasts. First program, presented early this month, was devoted to atomic energy and featured Dr. R. A. Sawyer, professor of physics and dean of Horace H. Rackham School of Graduate Studies of U. of Michigan. Dr. Sawyer was one of civilian directors of atomic bomb tests at Bikini. Using charts and special films, he explained nature of atomic energy, where it comes from and how it is released. Other program activities of WWJ-TV include formation of Michigan Amateur Athletic Union Television Boxing Assn. Matches will be set up by various amateur groups in the association and WWJ-TV will underwrite expense. Boxing telecasts are to begin in April and will be carried on year-round basis.

Baseball Coverage

BASEBALL is being highlighted in Tucson, Ariz., this season, and KCNA is preparing for complete coverage. In addition to airing all 70 home games of the local club, Tucson Cowboys, KCNA also will carry eight major league exhibition games of the Cleveland Indians. Indians have opened their spring training in Tucson and will play exhibition matches with New York Giants, St. Louis Browns, Pittsburgh Pirates and Chicago White Sox. Home games of Tucson Cowboys will be broadcast exclusively by KCNA, with Jim Officer, sportscaster, handling play-by-play.

'Collegiate Notes'

LATEST NEWS on campus activities and personalities in colleges in Greater Washington, D. C. is presented on Sunday feature, "Collegiate Notes," over WEAM Arlington, Va. Series is directed by Stan Telchin, student at George Washington U. Special feature each week is interview with campus celebrity or well-known figure connected with college life.

SURROUNDED by tokens from her loyal listeners is Corinne Jordan, m.c. of "Stardust Lady," aired on the 13 stations of the Northwest Network, Dairyland Network and Tall Corn Network. For past eight years Salisbury Co., Minneapolis-St. Paul bedding manufacturer, has sponsored the 15-minute Sunday evening program featuring Miss Jordan and her grand piano and bits of home-spun philosophy. Few weeks ago, Miss Jordan mentioned during the program that a special event would take place on, "Now, let me see. What is the date? I could tell you if I had a calendar."—Just the simple remark, "if I had a calendar," resulted in a landslide of nearly two thousand calendars which arrived by mail in a few days following the show.

Public Airs Opinions

OPINIONS of John Q. Public are brought to the air, via recorded commentary, on new feautre heard over WCOP Boston. Program titled "The People's Microphone" broadcasts the people's opinions in connection with stories as they are reported on regular newscasts. Recorders are taken wherever people congregate and questions on local, national and international news are asked. Object of program is to reach as many different people as possible over a period of time in any and every walk of life in order that public opinion might be brought direct and regularly to the air.

Educational TV

TO DEMONSTRATE to parents what Board of Education is doing to train Philadelphia children, new series of video programs has been inaugurated by WFIL-TV Philadelphia, in cooperation with the board. On Monday nights, 7:30-7:45 p.m., station telecasts program explaining how teaching of music is carried on in schools. Tuesday night telecast is devoted to demonstrations of what Board of Education is doing to train children for careers in science, and showing various other phases of scientific instruction carried on in school. Station plans expansion of series to five-nights-a-week schedule and with extension of TV facilities within schools, series will be available for in-school, classroom use in instruction.

Covers President's Visit

COMBINED network of all Puerto Rican stations pooled facilities to offer complete coverage of President Truman's recent visit to Puerto Rico and the Caribbean. Three broadcasts were originated in Puerto Rico during President's stay, one from Isla Grande airport at San Juan, where President addressed crowd of some 6000 persons who had come to welcome him. Another broadcast was made from mountain resort where Presidential party lunched and another from Palacio de Santa Catalina. WAPA San Juan aired 30-minute program for network from Charlotte Amilie, St. Thomas, Virgin Islands and also presented half-hour show of typical Puerto Rican music dedicated to President Truman and his party aboard yacht Williamsburg.

Leap Year Problems

CALENDAR ODDITY of Leap Year is basis of latest feature on "Downtown at Two," on-the-street program, aired over WIBC Indianapolis. "Leap Year Problems" contest is being conducted for both participating and listening audiences. Each week a question, such as "How is the best way to propose to your man?" is presented and contestant who answers question most convincingly, amusingly or constructively, is awarded prize. Listeners enter contest by writing letters on week's problem, with winning letter also receiving prize. "Leap Year Problems" contest will run through first week of April.

Identify Shopper

SHOPPING gimmick is highlight of new program, "Coffee Caravan," heard daily on WIND Chicago, 9:05-30 a.m. (CST). Playing the part of "Betty Natco," Eleanor Engle announces daily she will shop at particular neighborhood National Tea store at specific time in the afternoon. Any shopper identifying her receives flat iron from sponsor, National Tea Co. Since show's premiere, she has been spotted every time with one exception, station reports. Program also features variety music of Dick Larkin, vocalist, Don Davis, pianist, and Arsene Siegel, organist.

'Your Birthday Party'

STUDIO party for children celebrating birthdays is basis of new weekly juvenile talent show on WGN Chicago. Joe Kelly, popular quizmaster, is m.c. for show and gives children who have had a birthday during week of broadcast a birthday gift on the program. Show includes youth talent and games among the participants, with contest for listeners to send in riddle for use on each broadcast. Writer of best riddle receives a bicycle. Titled "Your Birthday Party," show is heard Sat. 11-11:30 a.m. (CST) and sponsored by Nonebetter Ice Cream Co.

Business Heads Interviewed

BUSINESS executives of St. Louis are interviewed over KSD-TV St. Louis, on its "Meet the President" show. Program is presented weekly and is designed to keep public informed of business and industrial activity in St. Louis area. Business heads discuss their backgrounds, hobbies, sports and problems they meet in business.

To the Rescue

"CASE of the Burning Baked Beans" was main feature recently on WMBD Peoria's "Original Man on the Street" program, conducted by Milton Budd. Plot developed when Mrs. Budd left her home for a meeting downtown and suddenly remembered she had left the oven on with baked beans inside. She called her husband at WMBD. Mr. Budd was leaving for his street show and had visions of his new home in flames before he could get there after his broadcast. One of his interviewees on the broadcast sympathized with him and suggested maybe a neighbor who was listening would help. Mr. Budd mentioned that back door was open, and at risk of losing all his household furnishings, asked for help. On arriving home he discovered oven off and a note from kindly neighbor who had come to the rescue.

More listeners Daytime or Night (in the Texarkana Area) than all other stations combined.

Frank O. Myers, Mgr.

KCMC and KCMC-FM

Taylor-Howe-Snowden Radio Sales

National Representatives

Delgado Gets New Post with 'Voice'

Will Head Washington Operations Of International Program

MUCIO F. DELGADO, until recently chief of the radio program branch of the "Voice of America" in New York, has been named associate chief of the State Dept.'s International Broadcasting Div. with headquarters in Washington.

Mr. Delgado

Mr. Delgado, who has been concerned with actual programming of the "Voice" will now do liaison work with other agencies and departments of the government, and will be in charge of Washington operations of the "Voice."

He has been in government service since 1941, when he began doing radio production work for the Office of Inter-American Affairs and eventually became head of its editorial setup. When the State Dept. took over the radio functions in 1946, Mr. Delgado came with the department.

Before joining the government, Mr. Delgado was with the Arizona Broadcasting System from 1936 to 1941. He was first with KTAR Phoenix and KVOA Tucson and later became manager of KYCA Preston. Previously, from 1932-34, he had been with KTUC Tucson.

Succeeding Mr. Delgado in his New York position is Robert Ross, whose background is primarily in commercial writing. Just prior to joining the State Dept. he served with OWI and on the staff of WNYC New York. He has also done freelance writing.

Regarding the criticism of a "Voice of America" script by two congressmen the previous week, Mr. Delgado explained that the script was merely one of many submitted to the department by NBC and CBS for possible use and should not be singled out as typical. The networks prepare most of the non-controversial scripts under contract to the State Dept.

The script which drew the attack of the legislators concerned the early days of Cheyenne and "feathered and naked" Indian girls. Said Rep. John Taber (R-N.Y.), chairman of the House Appropriations Committee, "Putrid!" Commented Rep. Robert F. Rich (R-Pa.), "I feel just like resigning from Congress."

Feature of Week

(Continued from page 10)

she hates orange juice, Linda may spill milk over the commercials, or Echo, the pooch, may indicate it's time for a walk. The milkman who drops in for "coffee and—" also may find himself on the air.

A real-life edition of *One Man's Family*, *Listen to Cliff* has drawn enthusiastic mail response from Chicago and nearby cities. While the mail is predominantly favorable, occasionally there will be a remark such as that of one listener who said Mr. Johnson was "henpecked and too easy-going."

The show currently has four sponsors: Lever Bros. (first 15-minute segment daily), Illinois Meat Co. (Broadcast Foods), and Goldberg's Fashion Forum (second 15-minute segment on alternate days), and Eastern Airlines (with a mid-program spot).

Mr. Johnson uses his ad-libbing ability to good advantage on commercials by instilling the family touch. What with four daughters in various moods, it's not an easy task. Occasionally Sandra is permitted to read a commercial; Linda generally is restricted to singing "Happy Birthday" (the only song she knows.) The *Listen to Cliff* title was selected in a contest conducted by Mr. Johnson to replace his *Musical Clock* show. When it was suggested he broadcast from his home, WBBM made the necessary engineering arrangements. *Listen to Cliff* is popular in Chicago, largely because of station enterprise, the Johnson personality appeal and a formula which holds that typical family life can be good radio.

THE 1947 RADIO award of American Schools and Colleges goes to radio's original Professor Quiz and his sponsor, American Oil Co. The dean of quizmasters (far l) is shown presenting the plaque to Charles H. Wagner (second from r), Amoco president. Ceremony took place at Amoco's general offices in Baltimore. Between Professor Quiz and Mr. Wagner are E. F. Kalkhof (l), Amoco ad chief, and Robert Giles Swan, director of radio, Joseph Katz Co., agency handling the Amoco count. At far right is Joseph Katz, head of the firm bearing his name.

Meier, Parr Given New CBS Television Posts

TWO CBS VETERANS, Harold Meier and Allen Parr, have joined the network's video operations staff, Mr. Meier as night supervisor of operations, Mr. Parr handling operational schedules and assignments. Both report to Robert Wood, video operations manager.

Joining CBS in 1939 as a statistician in research, advertising and sales promotion, Mr. Meier transferred to operations the following year, scheduling announcers, and became network operations supervisor in 1943. In 1946 he left the network to become studio manager of MGM International Films, which post he resigned to rejoin CBS in television.

Mr. Parr worked in CBS program operations from 1936 to 1942, leaving for military service and returning after his discharge to CBS in network operations, from which he transfers to his video assignment.

Ohio State Keeps Resolutions Ruling

OHIO STATE U.'s Institute for Education by Radio will neither consider nor vote on any resolutions when it convenes in Columbus April 30 to May 3, it was announced last week by Dr. I. Keith Tyler, director of the 18-year-old conference.

The institute had not made a practice of passing resolutions, the director said, because it was an educational conference and not a convention with a permanent membership group. Indications are that a majority of last year's conferees are not convinced that the long-standing "no resolution" principle should be abolished, he added.

Some months ago, in an effort to determine the wishes of institute conferees, a post-card poll was taken of 1,260 laymen and radio people who attended the 1947 meetings. Results were inconclusive, the program committee reported, in view of the equally divided "yeas" and "nays."

One committeeman pointed out that inasmuch as voting habits of certain group representatives on most matters could be foreseen, meetings might conceivably be "packed" to swing passage of particular resolutions.

Dr. Tyler said further that some organizations would be unable to participate in the conference if it were a resolution-making body.

THE SPORTS SHOW YOU'VE BEEN LOOKING FOR!

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"Old Bobo-Baseball's Hobo"

BOBO NEWSOM

Baseball's Most Colorful Personality

3 Quarter-Hour Transcribed Shows Per Week

● The man who has pitched for more major league ball clubs than anyone in history! A fast-moving sports show packed with "Old Bobo's" rich humor, baseball anecdotes, interviews with big leaguers, comments on the pennant races. This show will sell for you. "Old Bobo" holds his audience with the same showmanship before the mike as he has on the pitching rubber! Available now! Rates as low as $15. Write or wire at once to:

RICHARD E. JONES, 3300 Guardian Bldg., Detroit 26, Michigan

FCC Actions

(Continued from page 64)

Applications Cont.:

AM—1240 kc

WDIA Memphis, Tenn.—CP change frequency from 730 to 1240 kc, change hours from D to unl.

Modification of CP

WHIS Bluefield, W. Va.—Mod. CP increase power, etc., for extension of completion date.

KLX-FM Oakland, Calif.—Mod. CP new FM station for extension of completion date.

Reinstate CP

WMBS-FM Uniontown, Pa.—CP to reinstate CP new FM station, which expired Jan. 1.

Modification of CP

WANF Chicago—Mod. CP new FM station for extension of commencement and completion dates.

WSOC-FM Charlotte, N. C.—Same

WHKB Columbus, Ohio—Same.

Science Education Foundation Inc., Shaker Heights, Ohio—CP new FM station (Class A) on 93.5 mc, Channel 228, ERP 637 w and ant. height above average terrain 305 ft.

WJKX Jackson, Tenn.—Mod. CP new FM station for extension of completion date.

WTJS-FM Jackson, Tenn.—Same.

KONO-FM San Antonio, Tex.—Same.

KINC-FM Seattle, Wash.—Same.

License Renewal

Applications for renewal of FM broadcast license filed by: WIP-FM Philadelphia; WOWO-FM Fort Wayne, Ind.; WTAG-FM Worcester, Mass. Applications for renewal of standard broadcast station license filed by: KRDU Dinuba, Calif.; KXLA Pasadena, Calif.; WHPE High Point, N. C.; WMAP Monroe, N. C.; WPGH Pittsburgh.

Modification of CP

WKRG Mobile, Ala.—Mod. CP to change power and hours etc. for extension for completion date.

AM—1520 kw

KDON Monterey, Calif.—CP change frequency from 1240 to 1520 kc, increase power from 250 w to 5 kw-N 10 kw-D, install new trans. and DA-DN.

AM—670 kw

Suburban Bcstg. Co., Pacific Palisades, Calif.—CP new standard station 670 kc 1 kw D.

Texas Rangers Ridin' High!

The Texas Rangers transcriptions of western songs have what it takes! They build audiences . . . they build sales. The price is right —scaled to the size of the market and station, big or little, Standard or FM. And The Texas Rangers transcriptions have quality, plus a programming versatility that no others have.

Wire, write or phone for complete details.

The Texas Rangers

An ARTHUR B. CHURCH PRODUCTION

Kansas City 6, Mo.

AM—900 kc

Essie Binkley West, Riverside, Calif.—CP new standard station 900 kc, 1 kw DA D.

License for CP

KFMB San Diego, Calif.—License to cover CP change frequency etc.

AM—1410 kc

KCOL Fort Collins, Col.—CP change frequency from 1400 to 1410 kc, incease 250 w to 1 kw DA-N.

Modification of CP

WRGA Rome, Ga.—Mod. CP change frequency etc. for extension of completion date.

Assignment of CP

KSO Des Moines, Iowa—Voluntary assignment of CP and license from Murphy Bcstg. Co. to Tri-States Meredith Bcstg. Co.

AM—1380 kc

The Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo.—CP new standard station 1380 kc 5 kw D.

AM—1290 kc

KGVO Missoula, Mont.—CP increase N power from 1 kw to 5 kw, DA-DN.

License for CP

KXLL Missoula, Mont.—License to cover CP new standard station.

Transfer of Control

WOV New York—Voluntary transfer of control of licensee corporation from Arde Bulova and Harry D. Henshel to General Bcstg. Corp.

Modification of CP

WIBX Utica, N. Y.—Mod. CP change frequency etc. for extension of completion date.

License for CP

WDNC Durham, N. C.—License to cover CP change frequency etc.

WSSB Durham, N. C.—License to cover CP new standard station.

Assignment of License

WGNI Wilington, N. C.—Voluntary assignment of license from General Newspapers Inc. to Hanover Bcstg. Co.

Modification of CP

KVNW Grand Forks, N. D.—Mod. CP new standard station for extension of completion date.

Assignment of License

KGON Oregon City, Ore.—Voluntary assignment of license from John H. Fitzgibbon, Roy Jarman and Temple V. Ehmsen to Clackamas Bcstrs.

Modification of License

KTRM Beaumont, Tex.—Mod. license change hours from D to unl and change power from 250 w D to 250 w DN, AMENDED to change power from 250 w to 1 kw, install DA-N.

Modification of CP

WKTY La Crosse, Wis.—Mod. CP new standard station for extension of completion date.

License for CP

WBNU Aurora, Ill.—License to cover CP new FM station.

FM—103.9 mc

Kokomo Bcstg. Corp., Dearborn, Mich.—CP new FM station (Class A) on 103.9 mc, Channel 280 ERP 290 w and ant. height above average terrain 391 ft.

Modification of CP

WBAP-FM Fort Worth, Tex.—Mod. CP which authorized new FM station for extension of completion date.

KGKB-FM Tyler, Tex.—Same.

KVWC-FM Vernon, Tex.—CP reinstate CP new FM station which expired Jan. 26.

TV—204-210 mc

The Fairfield Bcstg. Co., Waterbury, Conn.—CP new commercial television station on Channel 12, 204-210 mc, ERP of vis. 27 kw, aur. 14.7 kw and unl. AMENDED to change name from The Fairfield Bcstg. Co. to Nutmeg State Bcstg. Co.

License Renewal

Application for renewal of FM broadcast license filed by: WNBC-FM New York. Applications for renewal of standard broadcast license filed by: KGAF Gainesville, Tex.; KIMO Independence, Mo.; KLPR Oklahoma City; KSIB Creston, Iowa; WDZ Tuscola, Ill.; WIBC Indianapolis; WLIP Kenosha, Wis.; WRIB Providence, R. I.

TENDERED FOR FILING

3 FM—Unassigned

Atlantic Bcstg. Co., Florence, S. C.—CP new FM station on frequency to be assigned, ERP 8.2 kw and ant. height above average terrain 396 ft.

FM—94.7 mc

Black Hills Bcstg. Co., Rapid City, S. D.—CP new FM station on Channel 234, 94.7 mc, ERP 16.02 kw.

TV—60-66 mc

Utica Observer-Dispatch Inc., Utica, N. Y.—CP new commercial television station on Channel 3, 60-66 mc, ERP vis. 15.5 kw, aur. 7.75 kw.

TV—204-210 mc

West Virginia Bcstg. Corp., Wheeling, W. Va.—CP new commercial television station on Channel 12, 204-210 mc, ERP vis. 32.49 kw, aur. 17.1 kw.

AM—1490 kc

J. Leslie Doss, Decatur, Ala.—CP new standard station 1490 kc 250 w unl. Contingent on WHBS change in frequency.

Assignment of License

WHAB and WHAB-FM Stroudsburg, Pa.—Consent to assignment of license of AM and CP of WHAB-FM to Pocono Bcstg. Inc.

SSA—770 kc

KOB Albuquerque, N. M.—Extension of SSA 770 kc 25 kw-N 50 kw-D. unl. for period beginning 3 a.m. (EST), May 1.

TV—192-198 mc

Loyola U., New Orleans, La.—CP new commercial television station on Channel 10, 192-198 mc ERP vis. 29.3 kw, aur. 15.6 kw.

March 9 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Jones

WDGY Minneapolis—Granted in part petition of WDGY for continuance of hearing scheduled for March 17, and continued same to April 15; and ordered that application of WCAR, Pontiac, Mich., be severed from proceeding in re show cause order directed to WDGY.

Matheson Radio Co. Inc., Boston—Denied petition to modify Issue No. 1 of order designating petitioner's television application, for hearing, without prejudice to petitioner's seeking to enter into stipulation concerning issue of its legal qualifications with counsel for Commission and counsel for other parties to consolidated proceeding in which this application is designated for hearing.

KNOE Monroe, La., and Model City Bcstg. Co. Inc., Anniston, Ala.—Continued consolidated hearing scheduled for March 11 to March 29.

WGBF Evansville, Ind., and WMRO Aurora, Ill.—Ordered that record in this proceeding be reopened, and further hearing scheduled for March 11 for purpose of receiving evidence with respect to Exhibit No. 36 submitted by WGBF.

Woodward M. Ritter, San Bernardino, and Empire Bcstg Co., Pomona, Calif.—Ordered that consolidated hearing scheduled for March 18 be continued to May 17.

Lake States Bcstg. Co., Milwaukee; Lake Shore Bcstg. Co., Evanston, Ill., and WHOW Clinton, Ill.—Ordered that consolidated hearing now scheduled March 23 be continued to May 19.

March 9 Applications . . .

ACCEPTED FOR FILING

AM—970 kc

James L. Mattly & Guy Marchetti, partnership d/b as Marmat Radio Co., Bakersfield, Calif.—CP new standard station 960 kc 1 kw-D. AMENDED to change frequency to 970 kc, power to 5 kw-DN, hours from D to unl.; change type trans; install DA-N and change name of applicant to James L. Mattly, Guy Marchetti, Reno Marchetti, Fred Marchetti, Umbert Cantelmi and Julian Cantelmi, partnership d/b as Marmat Radio Co.

AM—1240 kc

KRDU Dinuba, Calif.—CP change frequency from 1130 to 1240 kc, change hours from D to unl., increase 250 w-D to 250 w DA. (Facilities of KCOK requested.) AMENDED to change name of applicant from Egon A. Hofer, David L. Hofer and John M. Banks, partners d/b as Radio Dinuba Co. to Radio Dinuba Co.

AM—630 kc

KIDO Boise, Idaho—CP increase power from 1 kw-N 2.5 kw-D to 5 kw-DN. AMENDED to change frequency from 1380 to 630 kc, make change in DA to specify DA-2.

AM—1420 kc

WIMS Michigan City, Ind.—CP increase power from 1 kw-D to 500 w-N 1 kw-D, change hours from D to unl. and install DA-N.

AM—1570 kc

Frederick Bcstg. Co., Frederick, Okla.—CP new standard station 1570 kc 250 w-D.

AM—1290 kc

Rose City Bcstg. Co., Portland, Ore.—CP new standard station 1140 kc, 1 kw-D. AMENDED to change frequency to 1290 kc and change name of applicant from Harold Krieger, Gordon E. Bambrick and John L. Kremer, partnership d/b as Rose City Bcstg. Co. to Harold Krieger and Gordon E. Bambrick, co-partners d/b as Mercury Bcstg. Co.

AM—1190 kc

Texas Trade School, Dallas, Tex.—CP new standard station 1190 kc 1 kw-D. Contingent upon KLIF being granted change of facilities.

AM—1050 kc

The Oil City Bcstg. Co., Electra, Tex.—CP new standard station 1050 kc 25 w-D.

License for CP

KTHT Houston, Tex.—License to cover CP change frequency etc.

AM—1090 kc

San Benito Bcstg Co., San Benito, Tex.—CP new standard station 1090 kc 250 w-D.

AM—1570 kc

Shamrock Bcstg. Co., Shamrock, Tex.—CP new standard station 1570 kc 250 w-D.

AM—1230 kc

Rib Mountain Radio Inc., Wausau, Wis.—CP new standard station 1230 kc 100 w unl.

Modification of CP

WHBS-FM Huntsville, Ala.—Mod. CP new FM station for extension of completion date.

Assignment of CP

KFSA-FM Fort Smith, Ark.—Voluntary assignment of CP new FM station to Southwestern Pub. Co.

KSO-FM Des Moines—Voluntary assignment of CP to Tri-States Meredith Bcstg. Co.

Modification of CP

WHB-FM Kansas City—Mod. CP new FM station for extension of completion date.

WAYS-FM Charlotte, N. C.—Same.

WNAO-FM Raleigh, N. C.—Same.

WPAM-FM Pottsville, Pa.—Same.

WNIQ Uniontown, Pa.—Same.

WBXY Spartanburg, S. C.—Same.

WSAP-FM Portsmouth, Va.—Same.

License Renewal

Applications for renewal of standard broadcast license filed by: KFDI Wichita Falls, Tex.; KFVD Los Angeles; KORC Mineral Wells, Tex.; KSTA Coleman, Tex.; KVOO Tulsa, Okla.; WFUR Grand Rapids, Mich.; WINS New York; WWOL Lackawanna, N. Y.; WWXL Peoria, Ill.

APPLICATION RETURNED

WWSO Springfield, O.—Application for renewal of standard broadcast license returned March 9.

TENDERED FOR FILING

Assignment of License

WBHB Fitzgerald, Ga.—Consent to assignment of license to Ben Hill Bcstg. Corp.

TV—66-72 mc

Southland Industries Inc., San Antonio, Tex.—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 21.6 kw.

FM—106.7 mc

Bunker Hill Bcstg. Co., Boston—CP new FM station on 106.7 mc.

March 10 Decisions . . .

ACTIONS ON MOTIONS

(By Commissioner Jones)

Metropolitan Houston Bcstg. Co., Houston, Tex.—Granted petition to dismiss without prejudice its AM application.

Hearings on following applications requesting daytime or limited time operation on I-A or I-B channels were continued as shown: Suburban Bcstg. Corp. (WRUD), Upper Darby, Pa., from March 26 to May 19; Beaver Valley Radio Inc., Beaver Falls, Pa. and WZRD Inc., Warren, Ohio, from March 29 to May 29; Tytex Bcstg. Co. and Tyler Bcstg. Co., Tyler, Tex., from March 29 to May 24; Rock Creek Bcstg. Corp. Washington, D. C., from March 30 to May 21; The Heights Bcstg. Co., Cleveland, from April 2 to May 25; Southern California Bcstg. Co. (KWKW), Pasadena, and Orange County Bcstg. Co., Santa Ana, Calif. from April 19 to May 27; Seminole Bcstg. Co., Wewoka, Okla., from March 22 to May 19.

Kansas City Bcstg. and Television Co., Kansas City—Continued hearing scheduled for March 26 to April 1 at Kansas City.

March 10 Applications . . .

ACCEPTED FOR FILING

License for CP

KEXO Grand Junction, Col.—License to cover CP new standard station.

WCNH Quincy, Fla.—License to cover CP new standard station.

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,608 licensed, 360 construction permits, 292 applications in pending file, 335 applications in hearing; FM—103 licensed, 170 conditional grants, 741 CPs (of which 323 are on air under special temporary authority) 64 applications pending, 60 applications in hearing; television—seven licensed, 83 CPs (of which 12 are on air), 162 applications pending of which 99 are in hearing.

Modification of CP

KWAL Wallace, Ida.—Mod. CP change frequency etc., for extension of completion date.

License for CP

WTCO Campbellsville, Ky.—License to cover CP new standard station and specify studio loctaion as 203 East Main.

AM—1490 kc

Alexandria Radio Corp., Alexandria, Minn.—CP new standard station 1490 kc 250 w unl. AMENDED re stockholders.

License for CP

WWNF Fayetteville, N. C.—License to cover CP new standard station and specify studio location as 415 Hay St.

WLTC Gastonia, N. C.—License to cover CP new standard station.

AM—1280 kc

Hanover Bcstrs., Hanover, Pa.—CP new standard station 1280 kc 1 kw D AMENDED to change name of applicant from John D. Bare, and Philip A. Rohrbaugh, partnership d/b as Hanover Bcstrs. to Radio Hanover Inc.

AM—980 kc

Viking Bcstg. Co., Newport, R. I.—CP new standard station 980 kc 500 w D AMENDED re officers, directors and stockholders.

License for CP

WTMA Charleston, S. C.—License to cover CP change frequency etc.

WFGN Gaffney, S. C.—License to cover CP new standard station and specify studio location as On County Road, 0.3 mile South of Gaffney.

Modification of CP

KNX-FM Hollywood, Calif.—Mod. CP new FM station for extension of completion date.

WFIR Danbury, Conn.—Mod. CP new FM station to specify ERP 4.18 kw and frequency 94.5 mc.

WCAO-FM Baltimore—Mod. CP new FM station for extension of completion date.

WBOC-FM Salisbury, Md.—Same.

FM—106.7 mc

Bunker Hill Bcstg. Co., Waltham, Mass.—CP new FM station (Class B) on Channel 294 106.7 mc, ERP 16.56 kw and ant. height above average terrain 444 ft.

Mdification of CP

WSNJ-FM Bridgeton, N. J.—Mod. CP new FM station for extension of completion date.

WUSE Philadelphia—Same.

WRVC Norfolk, Va.—Same.

FM—101.3 mc

WCFC Beckley, W. Va.—CP make changes in licensed station, change ERP from 3 kw to 31.4 kw.

Modification of CP

WAJR-FM Morgantown, W. Va.—Mod CP new FM station for extension of completion date.

TV—60-66 mc

The Valley Electric Co., San Luis Obispo, Calif.—CP new commercial television station on Channel 3, 60-66 mc, ERP vis. 1.74 kw, aur. 0.87 kw and unl.

TV—192-198 mc

Loyola U., New Orleans, La.—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 29.3 kw, aur. 15.6 kw and unl.

TV—198-204 mc

Midland Bcstg. Co., Topeka, Kan.—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 0.95 kw, aur. 0.425 kw and unl.

Modification of CP

WATV Newark, N. J.—Mod. CP new commercial television station to increase ERP from vis. 17 kw to 30.5 kw and aur. 8.3 kw to 15.25 kw and extension of commencement and completion dates.

TV—204-210 mc

Pennsylvania Bcstg. Co., Philadelphia—CP new commercial television station on 204 to 210 mc, Channel 12 ERP vis. 33.1 kw, aur. 34.86 kw and unl. AMENDED to change ERP to vis. 28.8 kw aur. 14.4 kw.

Daily News Television Co., Philadelphia—CP new commercial television on Channel 12, 204-219 mc. AMENDED to change ERP from vis. 25.2 kw, aur. 21.6 kw to vis. 19.4 kw, aur. 9.73 kw and change studio and trans. location.

The Helm Coal Co., York, Pa.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 0.7 kw, aur. 0.4884 kw and unl.

City of Dallas, Tex.—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 24.84 kw, aur. 12.42 kw and unl.

Remote Pickup

Radio Diablo Inc., Atop Mt. Diablo, Calif.—CPs two new remote pickup station on 152.75, 152.87, 153.35, 153.47 mc, 8 w, emission A3 and hours in accordance with Sec. 4.403.

WKBM Arecibo, P. R.—CP to reinstate CP new remote pickup station on 1622, 2058, 2150 2790 kc, 50 w, emission A3, portable-mobile.

License Renewal

FM applications for renewal of license filed by WBRL Baton Rouge, La. and WGNB Chicago. Standard broadcast applications for renewal of license filed by: KNX Los Angeles; WABJ Adrian, Mich.; WAUX Waukesha, Wis.; WNRP Flint, Mich.; WRVA Richmond, Va.

TENDERED FOR FILING

AM—1250 kc

Red Wing Bcstg. Co., Red Wing, Minn.—CP new standard station 1250 kc, 1 kw D.

AM—1460 kc

KENO Las Vegas, Nev.—CP change frequency from 1400 kc to 1460 kc, power from 250 w to 1 kw, DA-N.

TV—66-72 mc

The Tribune Co., Tampa, Fla.—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 15.1 kw aur. 7.55 kw.

TV—54-60 mc

Tri-States Meredith Bcstg. Co., Des Moines—CP new commercial television station on Channel 2, 54-60 mc, ERP vis. 16.85 kw, aur. 8.425 kw.

March 11 Decisions . . .

BY THE COMMISSION

Announced amendment of Secs. 3.218 and 3.518 of rules to extend normal license period of commercial FM stations and noncommercial FM stations to three years after preliminary license period based upon a system of expiration dates to fit staggered renewal schedule. Procedure becomes effective May 1.

BY COMMISSION EN BANC

FM Authorizations

Authorized cond. grants for two Class A and three Class B FM stations. Also granted CPs for five Class A and 10 Class B and CPs in lieu previous cond. for one Class A and seven Class B stations. (See story this issue.)

Petition Denied

Potomac Bcstg. Co., Alexandria, Va.—Adopted order denying petition requesting review of action of Motions Commissioner on Feb. 6, granting petition of Northern Virginia Bcstrs. Inc. for leave to amend its application to specify Class A in lieu of Class B FM facilities and removing from hearing docket; affirmed said action of Motions Commissioner.

Extension Denied

Harry D. Fornari, Mineola, N. Y.—Denied request for additional time, until May 31, within which to submit additional engineering information necessary before Commission can authorize issuance of CP for Class A FM station (which was given cond. grant on Aug. 7, 1947); requested submission of necessary engineering information on or before April 15.

FM Vacated

Robert W. Rounsaville, Cleveland, Tenn.—Granted request to vacate cond. grant for Class A FM station.

Southern Calif. Bcstg. Co., Pasadena, Calif.—Granted request to vacate CP for Class B FM station, and dismissed application for extension of time to complete construction.

TV—186-192 mc

Northwest Bcstg. Co., Minneapolis—Granted CP new commercial television station, Channel 9 (186-192 mc), vis. 20.5 kw, aur. 15.5 kw, ant. 700 ft.

Hearing Designated

New England Television Co. Inc., and WTAG Inc., Worcester, Mass.—Designated for consolidated hearing applications for new TV station on Channel 5.

Pittsburgh Radio Supply House Inc., Pittsburgh—Designated for hearing application for new TV station on Channel 10 to be heard in consolidated hearing with other applications for TV stations at Pittsburgh scheduled to be heard May 17.

Radio Station WSOC Inc., Inter-City Adv. Co., and Surety Bcstg. Co., Charlotte, N. C.—Designated for consolidated hearing applications for new television stations.

License Renewal

WCTC New Brunswick, N. J.—Granted renewal of license for regular period ending Feb. 1, 1951.

KTIP Porterville, Calif.—Same.

Assignment of License

WKRC Cincinnati—Granted consent to assignment of license for AM station WKRC and license for FM station WCTS from The Cincinnati Times Star Co. to Radio Cincinnati Inc.; no monetary consideration or change in ownership.

Transfer of Control

KSDO San Diego, Calif.—Granted consent to involuntary transfer of control of permittee corporation from Ira Copley (deceased) to James S. Copley, et al, executors and trustees under his will.

KNPT Newport, Ore.—Granted consent to involuntary transfer of control of Yaquina Radio Inc. from Carl Schindler Jr. and executor of estate of Carl Schindler Sr., deceased. Leo E. Schacter, to Thomas R. Becker and Andrew H. Becker.

WHTB Talladega, Ala.—Granted consent to transfer control of Voice of Talladega Inc. from D. Hardy Riddle and Harry Held to Melvin Hutson for $16,500.

Assignment of License

KTFS Texarkana, Tex.—Granted consent to assignment of license of KTFS from David M. Segal and Henry N. Fones, partnership, to David M. Segal for $16,337.

Waiver Denied

WOV New York—Denied petition for waiver of the AVCO rule (1.321) concerning publication of its application for consent to transfer of control over station WOV from Arde Bulova and Harry Henshel to General Bcstg. Corp.

Request Granted

WABW WBBW Indianapolis—Granted request of Radio Indianapolis Inc. to take over immediately control and operation of stations WABW (FM) and WBBW.

Petition Granted

WOOD Grand Rapids, Mich.—Granted joint petition requesting that Commission hear en banc the consolidated hearing on conflicting applications for assignment of license of WOOD, on March 29, 1948.

Transfer of Control

WHIR Danville, Ky.—Granted consent to transfer of control of WHIR by James D. and Betty Z. Russell to W. T. Isaac and David B. Highbaugh, involving transfer of minority interest only.

Hearings Before FCC . . .

MARCH 15

Facsimile

In matter of promulgation of rules and transmission standards concerning facsimile broadcasting.

Oral argument before Commission en banc.

TV-Hearing

The Fairfield Bcstg. Co., Waterbury, Conn.—For television facilities.

Harold Thomas, Waterbury, Conn.—Same.

AM—1440 kc

Catonsville Bcstg. Co., Catonsville, Md.—CP 1440 kc 250 w D.

AM Hearing

Blackhawk Bcstg. Co., Sterling, Ill.—CP 1240 kc 250 w unl.

WTAX Springfield, Ill.—Same.

Parties respondent: WSBC Chicago; WEDC Chicago; WCRW Chicago; WQUA Moline, Ill.; KBIZ Ottumwa, Iowa; KWLC Decorah, Iowa; KDEC Dubuque, Iowa; WIBU Poynette, Wis.; WHBF Rock Island, Ill.; WJBC Bloomington, Ill.; KFMO Cape Girardeau, Mo.; WEBQ Harrisburg, Ill.; KWOS Jefferson City, Mo.

MARCH 15-16

TV—Hearing

United Detroit Theatres Corp., Detroit—For television facilities.

WJR The Goodwill Station Inc., Detroit—Same.

To be held in Court Room 859, Federal Bldg., Detroit.

AM—Hearing

Enid Bcstg. Co., Enid, Okla.—CP 1490 kc 250 w unl.

Leader Pub. Co., Guthrie, Okla.—Same.

Intervenor: KAKE Bcstg. Co., Inc.

To be held in Court Rooms, Federal Bldgs. at Enid and Guthrie, Okla.

MARCH 16

AM—Hearing

KXRO Aberdeen, Wash.—CP 1320 kc 1 kw DA-N unl.

AM—Hearing

Rochester Bcstg. Co., Rochester, Minn.—CP 970 kc 1 kw-N 500 w-D unl.

Party respondent: WHA Madison, Wis.

MARCH 16

AM—Hearing

WMMJ Peoria, Ill.—CP 970 kc 1 kw DA-2 unl.

Grain Country Bcstg. Co. Inc., Peru, Ill.—CP 980 kc 500 w-N 1 kw-D DA-2 unl.

Public Bcstg. Service Inc., Enid, Okla.—CP 960 kc 1 kw DA-1 unl.

KAKC Tulsa, Okla.—CP 970 kc 1 kw DA unl.

WBBZ Ponca City, Okla.—CP 960 kc 1 kw DA-2 unl.

Intervenors: KMA Shenandoah, Iowa, KOVO Provo, Utah. Intervenor pending: KOIN Portland, Ore.

MARCH 16-17

TV—Hearing

Louis G. Baltimore, Wilkes-Barre, Pa.—For television facilities.

Wyoming Valley Bcstg. Co., Wilkes-Barre, Pa.—Same.

To be held in Court Room, P. O. Bldg., Wilkes-Barre.

MARCH 17

AM—Hearing

WCAR Detroit—CP 1130 kc 50 kw (DA-2) unl.

WDGY Minneapolis—Order to show cause.

Parties respondent: KWKH Shreveport, La.; WNEW New York.

AM—Hearing

Dr. Francisco A. Marquez, Aguadilla, P. R.—CP 550 kc 1 kw unl.

Jacinto Sugrances, Ponce, P. R.—CP 550 kc 1 kw-N 5 kw-D unl.

(Continued on page 88)

TIME AND PROGRAM SALESMAN
ACCOUNT EXECUTIVE

Here's an opportunity for the right man to make a key spot for himself in the midwest headquarters of a leading radio station representative.

You bring us thorough radio station or representative experience plus ability to develop and service worthwhile business.

We back you with an agency-respected organization, a small list of outstanding stations, and complete sales tools for intelligent representation.

Write fully, covering experience, personal data and salary required.

BOX 944, BROADCASTING

FCC Actions

(*Continued from page 87*)

Calendar Cont.:

MARCH 17-19

Howdy Folks Bcstrs., Tulsa, Okla.—CP 1340 kc 250 w unl.

Muskogee Broadway Bcstg. Co., Muskogee, Okla.—Same.

Donald W. Reynolds, Okmulgee, Okla.—Same.

Intervenor: KOCY Oklahoma City.

To be held in Room 252, P. O. Bldg., Tulsa, March 17; Federal Court Room, Muskogee, March 18; Civil Service Room, P. O. Bldg., Okmulgee, March 19.

MARCH 18-19

WHP Inc., Harrisburg, Pa.—For television facilities.

Harold O. Bishop, Harrisburg, Pa.—Same.

To be held on 3d floor, Federal Bldg., Harrisburg.

MARCH 18

AM—Hearing

Capitol Bcstg. Co., Trenton, N. J.—CP 1260 kc 1 kw unl.

WSWZ Inc., Trenton, N. J.—CP 1260 kc 5 kw DA unl.

Intervenors: WNDR Syracuse, N. Y.; WNAC Boston; WCAU Philadelphia; WERC Erie, Pa. Parties respondent: WOV New York; WHBI Newark, N. J.

AM—Further Hearing

KUOA Siloam Springs, Ark.—CP 740 kc 10 kw DA unl.

All-Oklahoma Bcstg. Co., Tulsa, Okla.—CP 740 kc 10 kw-N 50 kw-D DA-2 unl.

AM—Hearing

Crescent Broadcast Corp., Shenandoah, Pa.—CP 980 kc 5 kw unl DA-DN.

Intervenors pending: WRC Washington; WTAG Worcester, Mass.

AM—Hearing

Mt. Pleasant Bcstg. Co., Mt. Pleasant, Tex.—CP 960 kc 1 kw D.

MARCH 18-24

Allen B. DuMont Labs. Inc., Cleveland—For television facilities.

United Bcstg. Co., Cleveland—Same.

The WGAR Bcstg. Co., Cleveland—Same.

WJW Inc., Cleveland—Same.

Cleveland Bcstg. Inc., Cleveland—Same.

To be held in Room 528, Old P. O. Bldg., Cleveland.

MARCH 19

The Farmington Bcstg. Co., Farmington, N. M.—CP 1240 kc 250 w unl.

To be held at Farmington.

Ayres Joins ABC

CHARLES AYRES, formerly vice president and general manager of Ruthrauff & Ryan's radio department, has joined ABC in New York as an account executive.

WMCA New York has been cited by Inter-Racial Film and Radio Guild of Hollywood for its "New World A-Coming" series and "other efforts in behalf of increasing public understanding of minority problems."

FMA MEETING

SECOND of a series of FM Assn. spring regional meetings will be held May 5-6 at the Statler Hotel, Washington, according to Bill Bailey, FMA executive director. The district comprises District of Columbia, Delaware, Maryland, Virginia and North Carolina.

Other regional meetings will be held later by Region 1 (New York, New Jersey, Pennsylvania and New England) and Region 2 (Ohio, Indiana, West Virginia, Kentucky). Region 3 session (Ill. Iowa, Mich., Wis., northern tip of Indiana) was held Feb. 18 in Chicago [BROADCASTING, Feb. 23].

Mounting interest in FM and assurance by set makers that FM receiver output is being stepped up led to the call for a Region 4 meeting, Mr. Bailey said. From now on, regional sessions will be spread over two days, he added.

Ben Strouse, WWDC-FM Washington, was named temporary chairman of Region 4 by Everett L. Dillard, FMA president. Permanent officers will be elected at the meeting. Main topics on the tentative agenda include programming, FM duplication, promotion and selling, according to Mr. Strouse.

Agency, advertiser, manufacturer, station representatives and members of the Washington and Baltimore Ad Clubs have been invited to the meeting, he added. Luncheon sessions are planned. The FMA board, which met March 5-6 in Washington [BROADCASTING, March 8], will meet May 4 in Washington, just before the region gathering. The board is planning monthly sessions because of increased FM activity.

All FM stations were asked last week by Mr. Bailey to adopt the new slogan, "Be Sure Your New Radio Has FM." The slogan was adopted at the board meeting.

On the Regional 4 committee with Mr. Strouse are John Hayes, WINX-FM Washington; Sidney Alpert, WHIP Silver Spring, Md.; Theodore Granik, WHMB Washington; L. L. Altman, WBUZ Bradbury Heights, Md.; Hudson Eldridge, WASH Washington; Hope H. Barroll, WFBR-FM Baltimore; Thomas Tinsley, WITH-FM Baltimore; Thomas F. McNulty, WMCP Baltimore.

Session Planned May 5-6 In Washington

PERSONAL INCOME HIT NEW HIGH IN JANUARY

PERSONAL INCOME rose to an annual rate of $210,800,000,000 to reach a new all-time peak in January, according to an announcement by the Department of Commerce March 11.

The personal income, which includes all wages and salaries, net income of small businessmen and farmers, dividends, interest and rent, was 11% above the same month a year ago and 7% more than the 1947 average of $196,800,000,000. The figure for December 1947 was $210,400,000,000.

Higher farm income, additional veterans' bonus payments, and some gain in unemployment insurance payments, served to offset a small decline in wage and salary receipts and account for the slight increase over December. The slight wage and salary receipts decline resulted from a slackening of employment and shortening of the workweek in durable goods manufacturing and a somewhat more than seasonal decrease in construction employment caused by prevailing unfavorable weather conditions in some sections of the nation.

GROUP TO DRAFT PLANS FOR '48 VOICE CONTEST

JOINT committee representing NAB, Radio Mfrs. Assn. and U. S. Junior Chamber of Commerce will meet tomorrow (March 16) in New York to draft preliminary plans for the 1948 Voice of Democracy contest for high school students. The contest, which awarded $500 scholarships to four winners of the 1947 event, will again be a feature of National Radio Week, slated between the November elections and Thanksgiving.

Taking part in the joint committee meeting will be:

U. S. Junior C. of C.—Robert H. Richards, Tulsa.

NAB—Robert K. Richards, public relations director; Hugh Higgins, assistant director of broadcast advertising; Odin S. Ramsland, KDAL Duluth; Sam Levitan, WMIN St. Paul; Edward P. J. Shurick, Free & Peters; Joseph Creamer, WOR New York; Louis Hausman, CBS New York.

RMA—James D. Secrest, director of publications; William Macke, Zenith Radio Corp.; W. B. McGill, Westinghouse Radio Stations; H. J. Guenin Jr., RCA-Victor.

U. S. Office of Education—Dr. Kerry Smith, Washington.

Rule For Sharing Antenna Proposed

Multiple Structure Use Would Be Allowed By Commission

MULTIPLE use of a common antenna structure by two or more standard stations, or in conjunction with stations of other class service, would be allowed by FCC in proposed rules and engineering standards amendments reported last week. New rule would permit more efficient utilization of available transmitter sites, the Commission indicated.

In proposing to relax its rule which heretofore prohibited antenna sharing by different licensees, the Commission announced that under the new regulation the multiple usage would be allowed provided one of the licensees accepts responsibility for maintaining, painting and illuminating the structure.

Sec. 3.45 (e) of the FCC's rules and Sec. 19 of the engineering standards would be amended to read as follows:

3.45(e) The simultaneous use of a common antenna or antenna structure by more than one standard broadcast station, or by one or more standard broadcast stations and one or more stations of any other class or service may be authorized provided complete responsibility for maintaining the installation and for painting and illuminating the structure in accordance with (d) above and for compliance with the pertinent provisions of the Standards of Good Engineering Practice is assumed by one of the licensees. (See Use of Common Antenna by Standard Broadcast Stations or Another Radio Station.)

19. USE OF COMMON ANTENNA BY STANDARD BROADCAST STATIONS OR ANOTHER RADIO STATION.

Section 3.45(e), under certain conditions, permits the simultaneous use of the same antenna or antenna structure by more than one standard broadcast station or by one or more standard broadcast stations and one or more stations of any other class or service.

Prerequisites to an authorization for simultaneous use are:

(1) Submission of complete verified engineering data showing that satisfactory operations of each station will be obtained without adversely affecting the operation of the other station.

(2) Compliance with Section 3.45(a) and (b) with respect to the minimum antenna height or field intensity for each standard broadcast station concerned.

Any party who feels the proposed rule should not be adopted or should not be adopted in form set forth may file with Commission, on or before March 31 a written statement or brief setting forth his comments.

Heads TV Academy

CHARLES BROWN, program manager of KFI Los Angeles, was elected president of Hollywood's Academy of Television Arts & Sciences at meeting March 9. Other officers are: Harry Lubcke, television director of Don Lee Broadcasting System, first vice president; Don McNamara, television director of Telefilm Inc., second vice president; Jack Strauss, consulting engineer, secretary; Russell Furse, treasurer. Directors-at-large are: Edgar Bergen, retiring president; Rudy Vallee and Hal Bock, NBC western television manager.

FCC Gets $100,000 Increase in Funds

INCREASE of $100,000 over the House figure of $6,260,000 was granted FCC Thursday by the Senate Appropriations Subcommittee on Independent Offices.

The subcommittee, headed by Sen. Clyde M. Reed (R-Kan.), heard FCC testimony the previous week [BROADCASTING March 8] in which the Commission had requested an increase over the House figure.

During the hearings, Chairman Wayne Coy had asked for restoration of $94,000 for in-grade promotions which the House had cut. He pointed out that the average salary at the Commission was now $4,049 but he warned that it would fall below the '48 fiscal year unless the increase was granted.

Mr. Coy, backed by Comrs. Rosel Hyde, E. M. Webster, and George Sterling, also asked for 69 additional people to handle the increased workload.

Next action will come from the full Senate Appropriations Committee, which ordinarily backs up recommendations of the subcommittee. After that, the measure will go to the Senate and then possibly to conference committee for compromise of differences.

Increasing Use of Radio By Retailers Is Described

DEPARTMENT stores and other retailers are greatly expanding their use of broadcast advertising as stores with successful air campaigns continue to increase in number, Lee Hart, NAB retail coordinator, told the spring meeting of the New Jersey Broadcasters Assn. Saturday. The association met at the Berkeley-Carteret Hotel, Asbury Park.

Miss Hart reviewed retail trends and new developments in advertising techniques, with the results broadcast campaigns are producing. She advised stations to serve as advertising advisers to retailers and to take advantage of NAB's fund of material and radio-selling ideas.

Bigtime Circus Launches Spot Campaign for 1948

RINGLING BROS. and Barnum & Bailey circus started a spot announcement campaign through its agency, Seidel Adv., New York, effective March 7, to promote the opening of the 1948 season in Madison Square Garden, New York, on April 9.

The circus will use all New York stations daily with one-minute announcements. Campaign will continue through the New York run until May 9.

Spots will be placed subsequently by Seidel Adv. in the cities where the circus will perform all through its season. Bill Antes is the newly-appointed radio director for the circus replacing Beverly Kelly, who resigned at end of 1947 season.

WOODS VIEWS FM

Urges ABC Affiliates To Duplicate AM

ABC President Mark Woods likened FM to a rubber tire on a steel-rimmed wheel in a talk Wednesday before an ABC Central Division affiliates meeting in Chicago. He advocated early television for cities with populations above 250,000, but said video operations in smaller cities and towns are at least two years away.

The "closed" meeting, held in the Ambassador East Hotel, was attended by 120 station officials from 18 states. Nearly 20 delegates came from Texas alone. Smaller groups attended from as far east as Pennsylvania and West Virginia, and from western points in Kansas and Nebraska.

Mr. Woods promised an ABC-FM rate structure within six months, it was reported. He told station officials to regard FM as good insurance, noting that with 2,000,000 FM sets scheduled for production in 1948—while the AM market is saturated—the FM elevator will go up, the AM down.

Stations with FM facilities should follow the example of ABC's five owned-and-operated stations by duplicating AM programs 100%, he urged. (Of 265 ABC stations, 78 have FM.)

Regarding television, the ABC president cautioned against being caught asleep.

He said ABC now has 96 outlets in the nation's first 100 markets and 165 in the first 200 markets. Revenue increased from $15,000,000 in 1942, when the network was formed, to $47,000,000 last year, he added.

Other ABC officials attending the meeting were: John Norton, vice president (station relations) and Ivor Kenway, vice president (advertising), both from New York, and Edward Borroff, vice president, Central Division, Chicago. Among others present were Joe Hartenbower, KCMO Kansas City, Midwest member of ABC's Stations Planning and Advisory Board, and A. J. Koelker, manager of station relations for the Central Division.

Key Posts of NBC Undergo Reshuffle

A REALIGNMENT of key posts in the public affairs and education department of NBC was disclosed last week by the network's newly appointed department head, Sterling Fisher. (See story page 48.)

Margaret Cuthbert has been named director of public affairs, Doris Corwith, director of talks and religious broadcasts, and Jane Tiffany Wagner, director of education.

Miss Cuthbert joined WEAF New York (now WNBC) in 1925 as manager of daytime speakers, and continued in that post when NBC took over WEAF in 1926. She has been director of women's and children's programs for the network and, most recently, manager of the public affairs and education department's organizations division.

Mrs. Corwith, manager of the talks division of the public affairs and education department until her new appointment, joined NBC in 1941 as ambassador-at-large to the nation's radio listeners. In that position she visited every state in the union to explain intricacies of national network broadcasting.

Mrs. Wagner, currently technical adviser for the documentary series *Living—1948*, was assistant manager of the organizations division until her new appointment. At NBC she has been director of women's war activities and supervisor of several programs, including *Home Is What You Make It*.

Dwight Herrick, operations manager of the public affairs and education department, is on vacation. The network said he will be assigned to "other duties" on his return.

Name Worcester Head Of Farm Safety Group

CHARLES WORCESTER, farm director of WMT Cedar Rapids, Iowa, and president of the National Assn. of Radio Farm Directors, has accepted an invitation by the National Safety Council to serve as chairman of its farm safety radio committee. The official announcement will be made today (March 15) by Dan Thompson, radio director of the council.

Mr. Worcester previously accepted membership on the organization's public information conference March 10 when it met in New York to discuss public information policies.

As chairman of NSC's farm safety committee, the former CBS agricultural director also will become a member of the Farm Safety Conference, according to Maynard H. Coe, farm division director.

AWB GROUP TO MEET WITH NAB OFFICIALS

NEW PROGRAM to bring activities of the Assn. of Women Broadcasters in line with work of the parent NAB will be developed April 9 at a meeting of a special AWB committee and NAB officials. Meeting will be held at NAB Washington headquarters.

Miss Griffith

The AWB committee will consult with Pat Griffith, new NAB director of women's activities [BROADCASTING, March 8]. Miss Griffith took office last week, operating in the Public Relations Dept. under Director Robert K. Richards.

Members of the AWB committee are Ruth Crane, WMAL, AWB president; Gertrude Gruver, WHCU Ithaca, first vice president; Eleanor Hanson, WHK Cleveland, vice president; Nell Daugherty, WSTC Stamford, Conn., secretary; Norma Richards, WSPD Toledo, treasurer; Violet Short, KTSA San Antonio, 13th District chairman; Ann Holden, KGO San Francisco, vice president; Vernice Irwin, KVI Tacoma, 17th District chairman; Nancy Grey, WTMJ Milwaukee, 9th District chairman; Linnea Nelson, chief timebuyer, J. Walter Thompson Co., for AWB associate members.

ABC Affiliation Ends For Two on April 14th

BROADCASTING Corporation of America will not renew ABC affiliation contracts for two of its California stations, KROP Brawley and KREO Indio, according to BCA President W. L. Gleeson.

Handicaps incurred in rendering vital services to its areas brought about by network committments are cited by Mr. Gleeson as the reasons for discontinuation. The contracts expire April 14, 1948.

WLBR SELLS

1000 watts—1270 kc
LEBANON, PENNA.
THE STAR MARKET OF CENTRAL PENNSYLVANIA

In WLBR's service area, over 1,000,000 buyers in six cities and eight counties, spend more than $300,000,000 annually in retail trade alone. . . . 300 WLBR CLIENTS have already profited from this rich coverage. . . .

JULIAN F. SKINNELL—Operations Mgr.
Represented by RAMBEAU

FM GRANTS

Seven Conditionals, 23 CPs Issued by FCC

CONDITIONAL grants for two Class A and five Class B FM stations were authorized last week by FCC. Construction permits also were granted for five Class A and 10 Class B outlets while CPs in lieu of previously assigned conditions were awarded for one Class A and seven Class B stations.

Two requests to vacate FM authorizations were approved.

The new conditional grantees and their ownership identification:

Tuscaloosa, Ala.—Tuscaloosa Broadcasting Co., Class B, proposed Channel 255 (98.9 mc). Grantee is licensee AM station WTBC that city.

Bakersfield, Calif.—Marmat Radio Co., Class B, proposed Channel 223 (92.5 mc). Partnership: Rene Marchetti, farmer, 4.2%; Fred Marchetti, maintenance engineer, 10.4%; Umbert Cantelmi, Ford parts salesman, 3.7%; Julean Cantelmi, auto mechanic, 3.7%; Guy Marchetti, radio repairman, 39%; James L. Mattley, owner radio repair and appliance store and cafe, 39%. Mr. Mattley is to be general manager.

Weiser, Ida.—Inland Broadcast Co., Class A, proposed Channel 265 (100.9 mc). Licensee AM station KWEI that city.

San Juan, P. R.—El Mundo Broadcasting Corp., Class B, proposed Channel 266 (101.1 mc). Permittee AM station WEMB that city.

Arlington, Va. — Northern Virginia Broadcasters Inc., Class A, proposed Channel 288 (105.5 mc). Licensee AM station WARL Arlington. FM outlet to duplicate three hours daily of WARL not including telephone quiz programs sponsored by Ziotnick the Furrier, Washington. FCC earlier had ordered WARL to show cause in hearing why its license should not be revoked in view alleged lottery aspect of Ziotnick programs. Decision pending.

All of the conditional grants are subject to further review and approval of engineering aspects.

CPs were awarded by the Commission to the following (power is effective radiated power, antenna height above average terrain):

WHAB-FM Pocono Bcstg. Co., Stroudsburg, Pa.—Class A, 96.7 mc (Channel 244), 490 w, 160 ft.

WISL-FM Radio Anthracite Inc., Shamokin, Pa.—Class B, 102.9 mc (No. 275), 5.5 kw, 800 ft.

WKRT-FM Cortland Bcstg. Co. Inc., Cortland, N. Y.—Class B, 99.9 mc (No. 260), 14 kw, 710 ft.

Rahall Bcstg. Co., Norristown, Pa.—Class A, 92.1 mc (No. 221), 470 w, 195 ft.

WCKA The Sayre Printing Co., Sayre, Pa.—Class A, 96.7 mc (No. 244), 270 w, minus 285 ft.

WLYC Lycoming County Bcstg. Co., Williamsport, Pa.—Class B, 105.1 mc (No. 286), 3 kw, 1290 ft.

KFEY Pacific Bcstg. Co., Fresno, Calif.—Class B, 95.5 mc (No. 238), 17 kw, 425 ft.

Commander Industries, Oak Park, Ill.—Class A, 105.5 mc (No. 288), 700 w, 230 ft.

WKNE-FM WKNE Corp., Keene, N. H.—Class B, 107.9 mc (No. 300), 6.7 kw, 740 ft.

WEOI Capital Radio Inc., Columbus, Ohio—Class B, 93.1 mc (No. 226), 20 kw, 500 ft.

WHIZ-FM Southeastern Ohio Bcstrs. Inc., Zanesville, Ohio—Class B, 107.7 mc (No. 299), 20 kw, 300 ft.

KHCO Earl C. Hankamer, Houston, Tex.—Class B, 106.1 mc (No. 291), 2.9 kw, 320 ft.

KAMT Agricultural and Mechanical College of Texas, College Station, Tex.—Class A, 98.3 mc (No. 252), 210 w, 270 ft.

KTNT Tribune Pub. Co., Tacoma, Wash.—Class B, 97.3 mc (Channel 247), 8.2 kw, 425 ft.

WBLK-FM News Pub. Co., Clarksburg, W. Va.—Class B, 101.9 mc (Channel 270), 12 kw, 690 ft.

CPs Issued

Following were granted CPs in lieu of previous conditions:

WVNA Scripps-Howard Radio Inc., Indianapolis—Class B, 93.1 mc (Channel 226), 13 kw, 590 ft.

KSO-FM Murphy Bcstg. Co., Des Moines—Class B, 97.3 mc (No. 247), 240 kw, 495 ft.

WHAI-FM John W. Haigis, Greenfield, Mass.—Class A, 98.3 mc (No. 252), 1 kw, minus 240 ft.

WBZA-FM Westinghouse Radio Stations Inc., Springfield, Mass.—Class B, 97.1 mc (No. 246), 3.9 kw, 905 ft.

WTAM-FM National Bcstg. Co. Inc., Cleveland—Class B, 105.7 mc (No. 289), 11.5 kw, 620 ft.

WJAR-FM The Outlet Co., Providence, R. I.—Class B, 95.5 mc (No. 238), 14 kw, 575 ft.

WMCF Memphis Pub. Co., Memphis, Tenn.—Class B, 99.7 mc (No. 259), 260 kw, 590 ft.

KTSA-FM Sunshine Bcstg. Co., San Antonio, Tex.—Class B, 104.1 mc (No. 281), 250 kw, 310 ft.

Robert W. Rounsaville, licensee of AM station WBAC Cleveland, Tenn., was granted request to vacate his conditional grant for a Class A FM station. Mr. Rounsaville cited the small population of Cleveland and the need for more FM education to get people to purchase FM receivers. It was indicated this education would come as FM grew in the larger nearby cities of Chattanooga and Knoxville.

Southern California Broadcasting Co., licensee of AM station KWKW Pasadena, was granted request to vacate its Class B FM permit and to dismiss its request for extension of completion date. No reason was given.

In issuing the Class A conditional grant to WARL, FCC denied a petition by WPIK Alexandria, Va., seeking reconsideration of an earlier Commission ruling permitting WARL to switch its request from Class B to Class A. Both WARL and WPIK Class B requests had been designated for hearing April 5 and the latter held WARL in changing to Class A might be in better bargaining position for seeking the Class B assignment.

The Commission last week also denied request of Harry D. Fornari, owner of WHAI (FM) Mineola, N. Y., for additional time to May 31 to submit additional engineering information required before FCC can issue a CP. Information must be submitted by April 15, FCC said. Conditional grant for WHAI was issued Aug. 7, 1947. Mr. Fornari in February told FCC he needed more time because of urgent family business and a trip to Europe.

Recent Conlan Survey reveals KXEL's percentage of listeners in Northeast Iowa as high as 52.4%.

50,000 watts KXEL

John Higgins Broadcasting Company

WATERLOO, IOWA

Represented by Avery-Knodel, Inc.

'WALKING MAN' STUNT REACHED 31.7 HOOPER

MRS. FLORENCE HUBBARD of Chicago, winner of the "Walking Man" jackpot, wasn't the only one who won a grand prize, for the *Truth or Consequences* program itself was awarded a special Hooperating of 31.7 for the March 6 performance, when Jack Benny was identified.

The prize-winner, a 68-year-old widow who works in a State Street department store, filed 30 entries in the contest which brought her prizes valued at $22,500.

She plans to sell such items as the airplane and a 14-foot boat, which she said "I don't need anyway," to raise money for the $8,000-plus income tax, which it is estimated she must pay from her $22,500 windfall.

The mail flow, which exceeded two million letters, brought the top return of any of the Edwards-inspired contests. The cash proceeds for the American Heart Assn. of approximately $1,500,000 also broke all previous contest records.

Mrs. Hubbard was to appear last night (March 14) on the Jack Benny show, in response to a telephoned invitation from Mr. Benny.

ALL ANGLES of television program planning were represented at the television dinner session at the annual Radio Conference of the U. of Oklahoma at Norman. Representatives of the field are (l to r): James Flinchum, UP-Acme Telephoto, Dallas; Dr. Sherman P. Lawton, coordinator of radio, U. of Oklahoma; Ardie Rodner, Television Advertising Productions, Chicago; James Lawrence, KSD-TV St. Louis.

NARSR Is Briefed On Promotion Plan

NAB-Networks Industrywide Plan Explained by Ratner, Thomas

THE INDUSTRY promotion plan which NAB and the networks are promulgating [BROADCASTING, March 1] was outlined to the National Assn. of Radio Station Representatives last week by Gene Thomas, chairman of the NAB Sales Managers Executive Committee, and Victor Ratner, CBS vice president and director of advertising and sales promotion.

The pitch was made at the NARSR's quarterly meeting at the Hotel Biltmore, New York, on March 10, and was the principal new business of the meeting, according to Joseph Weed, the association's secretary. Paul Raymer, NARSR head, presided.

Attending the meeting were:

Lew Avery, Avery-Knodel; Dick Buckley and Mort Bassett, John Blair; James Labaron, Burke, Kuipers & Mahoney; Bob Mandeville, John Perry Assoc.; Russell Woodward, Free & Peters; Harry Friedenberg, Friedenberg Agency; Bernard Howard, W. S. Grant; Ed Spencer, Hollingbery Co.; Eugene Katz and George Brett, Katz Agency; Max Everett, J. P. McKinney; Edward Petry, Edward Petry & Co.; Robert Meeker and Lew Moore, Robert Meeker Assoc.; Otis Rawalt, Walker Co.; Clayton Cosse, Joseph Hershey McGillvra; Hines Hatchett, John Pearson Co. and Joseph Weed, Weed & Co.

Upcoming

March 22-23: NAB 14th District meeting, Brown-Palace Hotel, Denver.
March 22-24: Chicago Technical Conference and Production Show, Stevens Hotel, Chicago.
March 22-25: Institute of Radio Engineers Annual Convention, Hotel Commodore and Grand Central Palace, New York.
March 31-April 1: Hearings on Lemke Bill (H.J. Res. 78) to resume before House Interstate & Foreign Commerce Committee, House Office Bldg., Washington.
April 1-3: AIEE Great Lakes district meeting, Des Moines, Iowa.
April 4: Radio and Business Conference, City College of New York, N. Y.
April 7-9: AAA Annual Meeting, Cavalier Hotel, Virginia Beach, Va.
April 9: AWB Special Meeting with NAB officials, NAB Hdqrs., Washington.
April 12-14: ANA Spring Meeting, Drake Hotel, Chicago.

TV STUDIO CLAIMS
WCBS-TV Says It Has Biggest —And So Does WATV—

WCBS-TV New York and WATV Newark each claims to have "the world's largest television studio" under construction. WATV points to its 84-ft. by 82-ft. floor as providing 6,888 square feet of floor space in its main studio, appreciably more than the 4,675 square feet of floor space in one of the WCBS-TV studios, which is to measure 85 by 55 feet.

When ceiling heights of 45 feet for WCBS-TV and of 25 feet for WATV are included in the calculations, WCBS-TV pulls into the lead with 210,375 cubic feet in one of its main studios, while WATV's studio has 172,200 cubic feet.

It's all in how you figure.

Third Minneapolis TV Outlet Granted

THIRD commercial television station for Minneapolis was granted by FCC last week to Northwest Broadcasting Co., a Cowles interest. Facilities awarded were Channel 9 (186-192 mc), visual power of 20.5 kw and aural 15.5 kw, and antenna height 700 ft. above average terrain.

Earlier television grants in Minneapolis were made to KSTP-TV for Channel 5 (76-82 mc) and WTCN-TV for Channel 4 (66-72 mc). Channels 2 (54-60 mc) and 7 (174-180 mc) still are available in the Minneapolis-St. Paul area. WLOL Minneapolis has filed for Channel 7 (see story page 91). WMIN St. Paul seeks Channel 2.

At one time an AM applicant there, Northwest Broadcasting is owned 100% by the Minneapolis Star and Tribune Co., controlled by the Cowles group. Officers of the grantee are: John Cowles, president; Gardner Cowles, chairman of the board and vice president; T. A. M. Craven, vice president; Lyle K. Anderson, secretary-treasurer. The Cowles group also owns KRNT Des Moines, where a video application has been filed [BROADCASTING, Feb. 16]; WNAX Sioux City, Iowa; WOL Washington, D. C., and WCOP Boston.

The Minneapolis video outlet will cost an initial $325,000. First year operating costs are expected to total $120,000 while revenue is undetermined. The 120 hours of programs monthly are to be divided with about 30 hours field pickup, 20 hours studio and 70 hours film.

Rooney Show

THE LONG-SIMMERING plans for a Mickey Rooney show on CBS finally have come to a boil. The perennial film juvenile will star in *Shorty Bell*, a continuous melodrama to be heard each Sunday night on CBS, 9:30-10 p.m. starting March 28. The show, which will originate in Hollywood, replaces *Texaco Star Theatre*, formerly heard in that time slot.

FM LICENSES

FCC has ordered the normal license period of commercial and non-commercial FM stations extended to three years after preliminary licensing periods, effective May 1, 1948, it was announced last Thursday.

The new procedure, stemming from amendment of Sections 3.218 and 3.518 of FCC's Rules and Regulations, will be based upon a system of staggering license renewals by expiration dates and by frequencies. The action was proposed Dec. 16, 1947 in considering Docket 8467. Suggestions since that time favored the same license period for FM that standard stations have. Although AM stations were not given the three-year licenses until after 16 years of operation, the FCC said it "recognized the rapid development of FM as meriting the statutory maximum license period."

A reduction in the mounting backlog of FM applications and relief from the burden of annual renewal applications on the part of the licensees is seen in the new policy. First renewals will be for one, two or three years to work into the staggered schedule of renewals by frequencies incorporated in the order effectuating the policy.

Following is the schedule which will be put into effect in May:

Section 3.218

(a) All initial licenses covering construction permits for new FM broadcast stations will be issued so as to expire at the hour of 3 a.m., eastern standard time, and will be issued for a minimum period of one year and a maximum period of one year and 11 months to expire in accordance with the following schedule:

(1) For stations operating on the frequencies 92.1, 92.7, 93.5, 94.3, 95.3, 95.9, 96.7, 97.7, 98.3, 99.3 mcs., June 1.

(2) For stations operating on the frequencies 100.1, 100.9, 101.7, 102.3, 103.1, 103.9, 104.9, 105.5, 106.3, 107.1 mcs., September 1.

(3) For stations operating on the frequencies 100.3, 100.5, 100.7, 101.1, 101.3, 101.5, 101.9, 102.1, 102.5, 102.7, 102.9, 103.3, 103.5, 103.7, 104.1, 104.3, 104.5, 104.7, 105.1, 105.3, 105.7, 105.9, 106.1, 106.5, 106.7, 106.9, 107.3, 107.5, 107.7, 107.9 mcs., December 1.

(4) For stations operating on the frequencies 92.3, 92.5, 92.9, 93.1, 93.3, 93.7, 93.9, 94.1, 94.5, 94.7, 94.9, 95.1, 95.5, 95.7, 96.1, 96.3, 96.5, 96.9, 97.1, 97.3, 97.5, 97.9, 98.1, 98.5, 98.7, 98.9, 99.1, 99.5, 99.7, 99.9 mcs., March 1.

(b) All renewals of FM broadcast station licenses will be issued so as to expire at the hour of 3 a.m., eastern standard time, and will be issued for a maximum period of three years to expire in accordance with the following schedule and at 3-year intervals thereafter:

(1) For stations operating on the frequencies 92.1, 92.7, 93.5 mcs., June 1, 1948.

(2) For stations operating on the frequencies 100.1, 100.9, 101.7 mcs., September 1, 1948.

(3) For stations operating on the frequencies 100.3, 100.5, 100.7, 101.1, 101.3, 101.5, 101.9, 102.1, 102.5, 102.7 mcs., December 1, 1948.

(4) For stations operating on the frequencies 92.3, 92.5, 92.9, 93.1, 93.3, 93.7, 93.9, 94.1, 94.5, 94.7 mcs., March 1, 1949.

(5) For stations operating on the frequencies 94.3, 95.3, 95.9 mcs., June 1, 1949.

(6) For stations operating on the frequencies 102.3, 103.1, 103.9, mcs., September 1, 1949.

(7) For stations operating on the frequencies 102.9, 103.3, 103.5, 103.7, 104.1, 104.3, 104.5, 104.7, 105.1, 105.3 mcs., December 1, 1949.

(8) For stations operating on the frequencies 94.9, 95.1, 95.5, 95.7, 96.1, 96.3, 96.5, 96.9, 97.1, 97.3 mcs., March 1, 1950.

(9) For stations operating on the frequencies 96.7, 97.7, 98.3, 99.3 mcs., June 1, 1950.

(10) For stations operating on the frequencies 104.9, 105.5, 106.3, 107.1 mcs., September 1, 1950.

(11) For stations operating on the frequencies 105.7, 105.9, 106.1, 106.5, 106.7, 106.9, 107.3, 107.5, 107.7, 107.9 mcs., December 1, 1950.

(12) For stations operating on the frequencies 97.5, 97.9, 98.1, 98.5, 98.7, 98.9, 99.1, 99.5, 99.7, 99.9 mcs. March 1, 1951.

Section 3.518

(a) All initial licenses covering construction permits for new Non-Commercial Educational FM broadcast stations will be issued so as to expire at the hour of 3 a.m., eastern standard time, and will be issued for a minimum period of one year and a maximum period of one year and 11 months to expire in accordance with the following schedule:

(1) For stations operating on the frequencies 88.1, 88.3, 88.5, 88.7, 88.9, 89.1, 89.3, 89.5, 89.7, 89.9 mcs., June 1.

(2) For stations operating on the frequencies 90.1, 90.3, 90.5, 90.7, 90.9, 91.1, 91.3, 91.5, 91.7, 91.9 mcs., September 1.

(b) All renewals of Non-Commercial Educational FM broadcast station licenses will be issued so as to expire at the hour of 3 a.m., eastern standard time, and will be issued for a maximum period of three years to expire in accordance with the following schedule and at 3-year intervals thereafter:

(1) For stations operating on the frequencies 88.1, 88.3, 88.5 mcs., June 1, 1948.

(2) For stations operating on the frequencies 90.1, 90.3, 90.5 mcs., September 1, 1948.

(3) For stations operating on the frequencies 88.7, 88.9, 89.1 mcs., June 1, 1949.

(4) For stations operating on the frequencies 90.7, 90.9, 91.1 mcs., September 1, 1949.

(5) For stations operating on the frequencies 89.3, 89.5, 89.7, 89.9 mcs., June 1, 1950.

(6) For stations operating on the frequencies 91.3, 91.5, 91.7, 91.9 mcs., September 1, 1950.

FCC Order Extends Term To Three Years

SENATORS FROM SOUTH OFFERED TIME ON MBS

MUTUAL last week offered 21 senators from 11 southern states time to answer its series based on the report of the President's Commission on Civil Rights after the legislators had protested that the definition of what constitutes a "civil right" was controversial.

A. A. Schechter, Mutual vice president in charge of news, special events and publicity said that Sen. Richard B. Russell (D-Ga.) had been advised that the network would give his group time to present its side of what it regards as a controversy.

Further details of the issue were in abeyance, Senator Russell having been called from duty because of the illness of his mother, Mr. Schechter said.

All senators of the 11 southern states—save Claude Pepper (D-Fla.)—protested to the network over its series which has been broadcast each Tuesday, 10-10:30 p.m. for the past three weeks. One more broadcast is scheduled tomorrow (March 16).

McKenna Named Partner In Washington Law Firm

PROMOTION of James A. McKenna Jr. to partnership with Andrew G. Haley in the practice of radio and communications law in Washington, D. C., was announced last week. They will practice under the firm name of Haley & McKenna. Offices are in the Duryea Bldg., 1101 Connecticut Ave., NW.

Mr. McKenna

Mr. McKenna, a native of Poughkeepsie, N. Y., has been associated with Mr. Haley's law offices since 1945, when he was released from the Navy. He was formerly employed as an attorney by the Civil Aeronautics Board and as assistant to the general counsel, Office of Alien Property Custodian. He received a Bachelor of Chemical Engineering Degree from Catholic U., Washington, in 1938, and was graduated from Georgetown Law School, Washington, with an LLB degree and admitted to the District of Columbia bar in 1941.

Mr. Haley, in addition to his law practice, is owner of KAGH and KAGH-FM Pasadena, Calif.

NBC Central Division press staff began second year of publication of its employe magazine, Chainbreak, with the March 1948 issue.

Use
WTAD
WTAD-FM
Quincy, Illinois

Serving a rich market — almost equally divided between rural and urban listeners. Ideal for testing, use these foremost stations to get real sales push.

WTAD
930 KC 1000 Watts
CBS Affiliate
Covers 34 Mississippi valley counties . . . core of productive Illinois - Missouri - Iowa agriculture region.

WTAD-FM
99.5 MC
Channel 258.
ERP 53,000 Watts. Equipped with 804 foot tower and new transmitter.

Represented by WEED & COMPANY

Lee STATIONS

CAB

(Continued from page 20)

erage day audience as well as minimum once-a-week audience as at present and plans to obtain data from present ballot on audiences of other than local stations tuned by listeners for special programs. Next BMB survey is to be made in 1949, while BBM survey is to be made this summer.

Prior to BBM annual meeting, President Lou Phenner, Toronto, reported membership of 92 Canadian stations (out of total 116 Canadian stations), 54 advertising agencies, 41 advertisers and nine station representatives. Secretary Athol McQuarrie, Toronto, reported fees up to 82% of potential, with revenue in 1947 of $46,000, expenses of $13,800 and repayment of 1946 deficit of $10,000, leaving a surplus of about $21,000.

Three new directors had to be elected to the nine-man board of BBM. Lou Phenner and Horace Stovin were re-elected for three year terms and W. E. Trimble of Baker Adv. Agency, Toronto, was named to replace Adrian Head, J. Walter Thompson Co., who has been transferred to agency's New York office.

Luncheon meeting was addressed by Ralph Hackbusch, general manager of Stromberg-Carlson Co., Toronto, and a director of the Canadian Radio Mfgrs. Assn. Dealing non-technically with Canadian FM and television problems and probable audience growth, he stated that last year Canadian manufacturers produced 8,300 FM receivers, mostly high priced models. This year it is planned to produce about 65,000 FM receivers including cheaper table models, he said. A total of 937,000 AM and FM receivers projected for 1948 manufacture is expected to be slashed by 40% due to imposition in mid-November of 25% government excise tax.

Mr. Hackbusch reported 44 independent FM stations licensed and six CBC FM stations, of which about 11 are on the air. FM set sales have not been up to expectations because of unsuitable daytime programs and salesmen not being fully acquainted with merits of FM.

He disclosed that Department of Transport, Ottawa, in conjunction with FCC at Washington has worked out 76 video locations in Canada on 70 channels. There will be six locations and eight channels available in Nova Scotia, two channels and three stations in Prince Edward Island, six locations and seven channels in New Brunswick, 10 locations and 10 channels in Quebec, 29 locations and 11 channels in Ontario, three locations and six channels in Manitoba, five locations and eight channels in Saskatchewan, four locations and seven channels in Alberta and 11 locations with 10 channels for British Columbia.

Monday Afternoon

Monday afternoon meeting under chairmanship of C. W. Wright, Toronto, station representative, and chairman of CAB Rate Structure Committee, dealt with problem of providing an incentive for 52-week contracts. These would eliminate a degree of the summer slump, especially in national business. The committee suggested a dollar volume discount plan based on (a) 52 weeks of consecutive broadcasting and (b) calculated on the following minimum weekly expenditures: 10% on expenditures equivalent of two single time class A hours per week, 7½% on 80% of this amount, 5% on 60% of this amount, and 2½% on 40% of this amount.

A long discussion was held with a panel of experts to answer questions. The panel included Mr. Stovin; Jack Slatter, Radio Representatives Ltd., Toronto; Jack Davidson, Northern Broadcast Sales, Toronto; John Tregale, All-Canada Radio Facilities, Toronto; Mary Cardon, J. Walter Thompson Co., Montreal; Ben Pollett, Compton Adv. Agency, New York; Bert Cairns, CFAC Calgary; Ralph Snelgrove, CFOS Owen Sound.

Meeting went on record to continue present scheme of having CAB print all rate cards and issue them in looseleaf book form on July 1, charging non-member stations $25 per page for the service in addition to costs of printing. A non-conclusive discussion followed on changing terms of protection on rates from present 12 months to a shorter period.

A report on copyright fees was made by Arthur Evans, CAB secretary-treasurer, and Bob Burton, BMI (Canada) Ltd., in which present contracts with licensing bodies were reviewed.

Reporting on public relations activities, CAB Public Service Director Jim Allard stated at the Tuesday morning session that purpose of the public relations program is to keep independent radio alive and keep high public confidence in radio advertising and programs. Better press and better understanding of broadcasting have resulted from 18 months of CAB public relations activities, he said. Mr. Allard proposed for the coming year's program that joint committees be formed with CBC, advertisers and agencies on programming, free time for charitable organization finance campaigns, commercial continuities, research and frequency allocations. He recommended keeping station staffs posted on CAB activities and policies.

Talent Development

National drama festival for talent development and goodwill for independent stations was considered on suggestion of Hal Williams, Dominion Broadcasting Co., Toronto.

Walter Elliott of Elliott-Haynes Research, Toronto, showed that as result of CAB's public relations activities, a national sample taken recently in Canada shows public opinion for private ownership of radio is up from 42% in the 1945 postwar survey to 60% on the latest poll. Public opinion for government ownership went down from 27% to 22% and operation of both systems down from 16% to 9%.

Brian Meredith, United Nations Radio Division, New York, reported on UN radio activities and informed Canadian station operators of UN program facilities.

John Buckley, secretary, Canadian Trades and Labor Congress, Ottawa, pointed out that broadcasters had biggest medium for creating more intelligent citizenship through programming. He said stations should cater to the working classes who purchase 75% of Canada's goods.

Plans developed on Toronto Radio Executives Club's new radio research were presented by Gordon Keeble, radio director, F. E. Hayhurst Adv. Co., Toronto, at Tuesday afternoon session. Plan call for gathering of a vast amount of detailed data on family and personal listening habits for presentation to advertisers not now using radio or not using radio sufficiently. The plan is being put in booklet form this month for study by CAB members before new CAB board decides on underwriting the research costs.

New Fee Plan

At closed business session the deficit of $9,000 on 1947 operation was discussed and unanimous vote was given for adoption of a new fee plan based on station gross revenue, giving CAB $70,000 revenue this year. Plan is similar to that used by NAB. Suggested fee range from $10 monthly for stations doing less than $10,000 annually to $300 monthly for stations doing over $500,000. New CAB board is to decide rates.

Pension plan for 14 CAB Toronto and Ottawa staff employes was discussed, to be adopted if the new board approves. Board also is to study possible associate membership in Canadian Press. Malcolm Neill, CFNB Fredericton, reported on development of regional station news gathering service in New Brunswick.

Small market station operators formed separate section within CAB, with separate fees for promotional activities. Ralph Snelgrove, CFOS Owen Sound, was elected small markets stations director on CAB board.

Technical and strategy committee to deal with NARBA problems was set up under chairmanship of George Chandler, CJOR Vancouver, with Canadian equipment manufacturers invited to NARBA meetings.

Feeling at the meeting was that Canadian stations should have frequencies and concessions at least equal to those given Mexico at forthcoming NARBA meet.

KIOA
940 KILOCYCLES
10,000 WATTS DAYTIME
5,000 WATTS NIGHTTIME
DES MOINES
Sell IOWA with KIOA . . .
Iowa's Largest Independent Clear Channel Station
Ask any Paul H. Raymer Company Representative or write
STATION KIOA
John Boler, President
DES MOINES 9, IOWA

TV Has Major Role In Treasury Drive

Video to Bring Volunteer Plea To 1½ Million Citizens

TELEVISION will rally an estimated million and a half citizens to Treasury Dept.'s call for Security Loan Drive volunteers this week. TV has been included as integral part of opening day program of March 18-20 Treasury - business preparatory conference at Washington's Hotel Statler.

The March 18 proceeding will be carried by most all television stations on the eastern coaxial network routes on a pooled basis. The 2:30-4:45 p.m. portion of the conference, to be attended by some 600 top business, labor, advertising and government representatives, has been revised as a "television rally." Comprising a video industry contribution to the Security Drive planning, pooled offering will be originated by DuMont's WTTG Washington, under direction of Roger Coelos.

The television event is viewed ethusiastically by high Treasury officials who believe the effort marks first attempt by a government agency to make an important national planning conference a "goldfish bowl" proceeding for the average citizen. The specific intent of the whole March 18-20 session is to explain and demonstrate to all participating groups and individuals the backing they will receive in the forthcoming campaign, set for April 15-June 30 [BROADCASTING, Feb. 16].

Local Level

Key to the planning, Treasury explained, is to put the campaign on a local level through local volunteer worker solicitations.

Television's specific pitch March 18 will be to rally these volunteers. Treasury considers it significant that television has coverage of the eastern "money" states. Vernon L. Clark, U. S. Savings Bond Division director, is to open show with recap of day's proceedings and introduce volunteer appeal. He is to be followed by Winthrop W. Aldrich, board chairman, Chase National Bank; Prof. Wm. I. Myers, dean, Cornell U. Agricultural College; Charles Mortimer, General Foods Corp, president and chairman of The Advertising Council and A. D. O'Connor, USSBD national field director. Program will climax with Cartoonist Society presentation by Cartoonist Rube Goldberg, Gus Edson, Ernie Bushmiller, George Clark, C. D. Russell, Russell Patterson, Bill Holman and Otto Soglow.

Television is to cover part of March 18 banquet to which President Truman is expected to pay "neighborly" visit and make brief address. Marine Band and Christopher Lynch, NBC *Voice of Firestone* soloist, are to provide entertainment.

Conference will also preview radio promotion plans, including sample disc by Bing Crosby of special *Treasury Guest Star* programs to be released one-a-week during the campaign. Quarter-hour sustaining programs are being cut in Hollywood now with near-saturation station coverage expected.

Programs will feature each week in turn, starting April 18: Bing Crosby, Bob Hope, Al Jolson, Burns & Allen, Fanny Brice, Great Gildersleeve (Harold Peary), Jo Stafford, *One Man's Family*, Eddie Cantor, Fibber McGee & Molly, *Truth or Consequences*, Red Skelton; Burl Ives, Abbot & Costello, Kay Kyser, Jimmy Durante and Dennis Day.

Group of 75 leading retailers, on own incentive, gathered last Wednesday at the White House to tell President Truman, his advisor, Dr. John Steelman, Secretary of Commerce Harriman and Treasury Secretary Snyder about their "Retailers for Security Campaign." Grey Adv. prepared presentation showing how various media would be employed in retailers' advertising to push drive.

Healthy, Wealthy & Wise . . . *An Editorial*

SPONSORS would buy more radio time if there were a strong set of radio standards, in the opinion of 35% of the advertising agency executives in the nation.

That feeling was expressed in the current TRENDS survey made for BROADCASTING, the results of which are told in the accompanying story. It is a definite answer to many of the fearful among broadcasters who have expressed concern that a code might affect adversely a great number of advertising accounts. A further answer to this cautious segment is found in the fact that more than half—52% to be exact—of the agencies think that the adoption of a strong code would have no adverse effect on the purchase of time.

Another interesting result of the survey is the fact that agencies are evenly split, 48% each way, on the question of more time for multiple sponsorship programs. This type of program, which includes participations, musical clocks, shopping guides, etc., is allowed only one hour per day under the NAB standards. The strong segment in favor of the increase in time merits the serious consideration of code drafters.

There are other points of difference. But the important thing is that in the main, the agencies, as well as the broadcasters, believe that a wisely-written and administered code is necessary if the radio sponsor, the advertising agency and the broadcaster are going to continue their present healthy cooperation to work toward the rich dividends that will result for all.

* * * * *

Double Spot

(Continued from page 13)

ter-hour news programs (73%); money giveaways (64%); dramatization of controversial issues (63%). On the other hand, a majority would prohibit middle commercials in 10-minute news programs (53%); exempting contest announcements from commercial time limitations (51%); contests based purely on chance (59%); solicitations of funds in religious programs (68%); and middle commercials in 5-minute news spots (84%).

In your opinion, how would the adoption of a strong code by the broadcasters influence the purchase of time for advertisers? (See Chart II.)

The majority of agency executives (52%) feel that the adoption of a strong code by the radio industry would not affect timebuying. 35% feel a strong code would result in inoreased timebuying, more than three times as many as would expect time purchases to decrease. Clearly, those who look for any effect, believe it would be a beneficial one.

TABLE I

Should more commercial time be allowed for multiple-sponsorship programs (participations, announcements, musical clocks, shopping guides, etc.)?

	% of all who believe there should be time limits on commercials
Yes	48%
No	48
No answer	4
	100%

TABLE II

Should industry-wide standards of practice prohibit double spots?

	% of all respondents
Yes	82%
No	15
No answer	3
	100%

TABLE III

Should standards of practice permit or prohibit:

	% of all respondents		
	Permit	Prohibit	No Answer
Middle commercials in 15-minute news programs	73	20	7
Money giveaway programs	64	31	5
Dramatization of controversial issues	63	27	10
Middle commercials in 10-minute news programs	41	53	6
Exemption of contest announcements from commercial time limits	39	51	10
Contests based purely on chance	35	59	6
Solicitation of funds in religious programs	26	68	6
Middle commercials in 5-minute news programs	11	84	5

Homer Griffith Chicago, N. Y. Offices Are Closed

HOMER GRIFFITH CO. Inc., radio station representative, has closed its Chicago and New York offices to revert to its original status of a West Coast regional representative firm, it was learned last week.

Simultaneously, John Livingston, vice president and manager of the eastern division of Homer Griffith, announced his resignation from the New York office, effective March 1. His future plans have not yet been announced. It also was understood the Chicago office manager, Al Hallus, has resigned and was to join the staff of a Michigan station.

Griffith will represent J. P. McKinney & Sons' (New York) stations the West Coast.

FCC Examinations

FCC is revising its commercial radio operator examinations to bring them into step with developments in radio theory and practices. During this process, supplements to its "Study Guide and Reference Material for Commercial Radio Operator Examinations" will be issued as changes or additions are made to the material used in these examinations. Supplement No. 1 to the Guide, on advanced radiotelephone theory and practice, is now available, without cost, at the Commission's field examination offices and at its Washington offices. Supplements covering other examination elements will be issued from time to time.

Eleanor Scanlan
BBD&O Inc.
New York City
Dear Eleanor:

H'it occurred to me t'other day while us spe-shul evence mens, thas me an Mart Cohn, he does th' talkin', I carry the equipment, I thought about how much exclusive covern of spe-shul evence WCHS does. I mean reely exclusive . . nobody elts near . . Fr'instance, we've interviewed Helen (Helen Gahagan Douglas-Rep. from Cal.) an Henry (Mass. Sen. Henry Cabot Lodge) and Clarence (West Virginia Governor Meadows) an' Jesse (Jesse Owens) an' "Jersey" (Joe Walcott) within the past few weeks all by ourselfs . . . Naturly people gets wind o' this "actuativity" (Thas my own word) an start's lisenin' Which ain't hard t'do with 5000 watts at 580 . . an' them Columbia programs don't exactly drive 'em away.

yrs.
Algy

WCHS
Charleston, W. Va.

NARBA

(Continued from page 13)

communications experts of the Senate Interstate Commerce Committee, and another conference, with communications authorities of the State Dept. also participating, is slated within the next few days.

Meanwhile, more than 100 letters have been received by the Senate committee in response to its request for comments on the Johnson clear-channel breakdown bill [BROADCASTING, March 8]. For the most part the responses have come from stations in the local and regional classes, and are almost unanimous in support of the Johnson measure.

Exceptions Filed

At least two exceptions have been filed. One came from KSL Salt Lake City, a clear-channel outlet which bid for 750-kw power during FCC's clear-channel hearings. The other came from Clear-Channel Broadcasting Service, representing 16 indepently owned clear-channel stations, whose plan for achieving nationwide radio coverage through the use of 750-kw stations touched off the controversy that led to introduction of Sen. Johnson's bill.

The CCBS, leader in the fight to maintain the clears and secure higher power, is considered almost sure to request extensive time for the presentation of its case to the Senate committee when the hearings get under way.

Committee spokesmen said it is impossible yet to foretell how much time can be allotted to the hearing or how many witnesses there will be. Most of the stations which have submitted views thus far have indicated that distance or other factors make it unlikely they will be personally represented. Many of them have offered detailed statements, asking that these be made a part of the record.

Hearing Schedule

A hearing schedule covering the witnesses and time to be allowed them probably will be worked out during the last week of March. The hearing, to start "on or about April 5," will be held before the full Senate committee.

In addition to communications addressed to the committee, a number of Congressmen have received letters from home-state stations taking positions for or against the bill.

Meanwhile, there still appeared little chance of action this session on the White Bill (S-1333) to amend the Communications Act, which is still in committee. Sen. Wallace H. White Jr. (R-Me.), author of the bill and chairman of the commerce committee, is taking a "long rest" on doctor's orders and is not expected to return to active participation in legislative affairs before the end of his term this year. He does not plan to seek re-election. Other committee members have given no indication that they will push for passage of the White measure during the current session.

Proposals for early Congressional investigation of the FCC also appeared to have come to a legislative standstill. Rep. Richard B. Wigglesworth (R-Mass.), who demanded an investigation a few weeks ago, and Rep. Charles A. Wolverton (R-N. J.), frequent critic of the Commission, have indicated that other legislative problems have given them no opportunity to proceed with investigative considerations.

Lemke Sessions Resume

The hearing on the Lemke Bill (HJ-Res. 78) before Chairman Wolverton's House Interstate & Foreign Commerce Committee—which promised in its earlier session to turn into a virtual investigation of the Commission [BROADCASTING, Feb. 9]—is slated to resume late this month with testimony by FCC and other proponents of the bill's proposal to return a portion of the 50-mc band to FM (see story page 99).

Meanwhile, several changes in the makeup of the Senate Interstate group loom for the next session of Congress. Sens. Albert W. Hawkes (R-N. J.) and E. H. Moore (R-Okla.) both plan to retire, in addition to Sen. White. Sen. Johnson, ranking Democrat, and Sen. Tom Stewart (D-Tenn.) are both up for re-election this fall.

RANGERTONE
MAGNETIC
TAPE RECORDER
THE FIRST AMERICAN VERSION of the FAMOUS MAGNETOPHONE
HEAR *its fidelity*
SEE *its simplicity*
NOTE *its economy*
BOOTH 292 *at the*
I. R. E. CONVENTION
RANGERTONE, INC
ELECTRIC-MUSIC
73 WINTHROP STREET NEWARK, N. J.

1947 duPont Award Winners

duPONT AWARDS for 1947 are presented (top photo) to Edward R. Murrow (l), CBS analyst, and H. Leslie Atlass (r), vice president in charge of CBS Central Division and owner of WBBM Chicago, which received the award for stations over 5 kw [BROADCASTING, March 8]. Dr. Francis P. Gaines, chairman of the awards committee, is center figure. Lower photo shows Dr. Gaines handing the plaque to Walter Annenberg, publisher of Philadelphia Inquirer and owner of WFIL, which won top honors for stations under 5 kw. Mrs. Jessie Ball duPont, widow of Alfred I. duPont, in whose memory the annual awards were established, is at right.

Auto Billings

(Continued from page 14)

radio show, is sponsoring an original *Amateur Hour* on WABD New York, WTTG Washington, WFIL-TV Philadelphia and WMAR-TV Baltimore. The Kaiser-Frazer dealers too, use spots on WMAR-TV.

The Ford Motor Co. is co-sponsoring the Brooklyn Dodgers home games on WCBS-TV New York and also sponsoring boxing and wrestling matches on KTLA Hollywood and WWJ-TV Detroit.

Other motor dealers using TV are Thornton Fuller (Dodge-Plymouth dealers) sponsoring hockey games of the Rockets on WFIL-TV Philadelphia, and Wheeler Inc. (Chrysler dealer) using spots on WTTG Washington and WNBW Washington.

Video Roundtable

SIX-MAN ROUNDTABLE will consider "The Future of Film on Television" at March 29 meeting of Hollywood Advertising Club. Participants will be William Bacher, movie producer and former radio producer; Rudy Vallee; Don McNamara, television director of Telefilm Inc.; Bebe Daniels, movie producer; Larry Finley, radio and video program packager; Lew Landers, director currently handling filming of *Public Prosecutor* series for Jerry Fairbanks Productions.

APRIL 17 has been set as the date for written examinations for announcing staff positions at WNYC New York. More than 300 applicants already have filed for 10 or 12 announcing jobs to be available at the New York municipal station, it was reported.

FACSIMILE

Hearing on Standards Underway

VIRTUAL UNANIMITY on basic questions was reported among facsimile exponents last week as they prepared for the hearing starting before FCC today (Monday) on the creation of standards for operation of facsimile commercially.

Members of Radio Technical Planning Board's Panel No. 7, representing various facsimile interests, agreed in a preparatory conference Tuesday that FCC should give commercial operation the green light now, and reiterated that "dual standards" should be adopted to provide for the use of both 8.2-inch and 4.1-inch recorders with an index of cooperation permitting interchangeability.

They did not propose that specific frequencies be set aside for facsimile use.

In this they differed with Lester H. Nafzger, vice president in charge of engineering of RadiOhio Inc., licensee of WBNS Columbus and operator of facsimile station W8XUM there since 1939. Mr. Nafzger suggested in a letter to the Commission that channels be set aside within the 42-50 mc band since "many low-band FM receivers are still available and converters for frequencies within this band can be marketed at low cost."

With a dozen companies and organizations slated to present testimony, it did not appear likely the hearing would take more than two days at the most. FCC authorities have indicated that standards might be forthcoming in a relatively short time if leaders are generally agreed on the basic issues and if they are successful in convincing the Commission that commercial operation is feasible and would not "hurt" the industry, particularly FM [BROADCASTING, Feb. 9].

List of Witnesses

The hearing will be held before the Commission *en banc*. Witnesses slated to appear include:

John V. L. Hogan, chairman of RTPB Panel 7 and head of Radio Inventions Inc. and WQXR and WQXR-FM New York; Elliott Crookes, Radio Inventions; representatives of Faximile Inc.; W. G. H. Finch, head of Finch Telecommunications Inc. and licensee of WGHF (FM) New York; Milton Alden or other representatives of Alden Products Co.; Lee Hills, managing editor of the *Miami Herald*, which owns WQAM and WQAM-FM Miami; Triangle Publications Inc., owner of WFIL and WFIL-FM and publisher of the *Philadelphia Inquirer; Philadelphia Bulletin*, owner of WCAU and WCAU-FM; RadiOhio (WBNS; W8XUM); Rural Radio Network, Ithaca, grantee for six FM stations in New York State, which indicated it might offer no testimony; FM Assn.; NAB.

Mr. Nafzger told FCC that facsimile, other than by multiplexing, should not be permitted in FM's 88-108 mc band except during hours not generally used for aural broadcasting.

He said facsimile, "synchronized with aural programming, may be the initial approach to television in many communities for some time to come, and that perhaps the value of facsimile will be first realized in the suburban and rural areas." Frequencies below 470 mc —the lower limit of the band now set aside for experimental facsimile operations—would be necessary to provide a rural service, he said, suggesting the 42-50 mc region. This area encompasses the 44-50 mc band now allocated to television but which FCC proposed to allocate to safety services and which FM interests also are seeking.

Because of "the expense and the receiver drift problem," Mr. Nafzger doubted that facsimile can be "successfully introduced, if the 470-mc allocation becomes the only one available." Under present allocations, 470-475 mc is set aside for experimental facsimile, which may also use portions of the 475-500 mc area.

Mr. Nafzger suggested that the standards "take into consideration both the cost of the receiver printer and the cost of the paper. Accordingly, we believe provision should be made for the use of either 4.25-inch or 8.5-inch copy."

He said RadiOhio is "anxious to continue our facsimile operations, based upon improved standards," but is "well aware of the fact that this new service has yet to prove its public acceptance." He expressed conviction that "public acceptance will be primarily one of cost."

Nielsen Radio Index Top Programs

FOR THE REPORT WEEK OF FEB. 1-7, 1948

RANK OF TOP PROGRAMS

- Type E-1: Evening, Once-A-Wk., 15-60 Min.
- Type E-5: Evening, 2 to 5-A-Wk., 5-30 Min.
- Type D-1: Day, Sat. or Sun., 5-60 Min.
- Type D-5: Day, 2 to 5-A-Wk., 15-30 Min.

	TOTAL AUDIENCE					AVERAGE AUDIENCE				
	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
E-1	1	1	Lux Theater	36.9	0.0	1	1	Lux Theater	28.9	+1.1
	2	2	Fibber McGee	33.1	+2.9	2	2	Fibber McGee	27.6	+2.4
	3	6	Amos 'n' Andy	29.7	+1.9	3	6	Amos 'n' Andy	24.1	+1.0
	4	10	Bob Hope	29.0	+2.9	4	10	Bob Hope	24.1	+3.1
	5	4	Charlie McCarthy	27.4	−0.9	5	5	Charlie McCarthy	22.6	−0.6
	6	3	Truth or Conseq	26.2	−2.6	6	3	Truth or Conseq	22.6	−1.1
	7	14	My Friend Irma	26.2	+1.6	7	7	Godfrey's Scouts	21.7	−0.7
	8	11	Fitch Bandwagon	26.1	+0.1	8	13	My Friend Irma	21.1	+1.3
	9	7	Godfrey's Scouts	25.7	−1.5	9	12	Mr. District Attorney	20.4	−0.3
	10	12	Jack Benny	25.4	−0.3	10	16	Fitch Bandwagon	20.1	+0.7
	11	5	Fred Allen	25.2	−2.9	11	11	Jack Benny	20.0	−0.9
	12	8	Life of Riley	24.8	−2.0	12	4	Fred Allen	19.4	−4.1
	13	18	Duffy's Tavern	24.8	+1.1	13	9	Red Skelton	19.2	−2.3
	14	15	Mr. District Attorney	24.7	+0.2	14	14	Big Town	19.0	−0.8
	15	NR	Kra't Music Hall	24.6	+1.3	15	8	Life of Riley	18.8	−2.9
	16	16	Big Town	23.7	−0.8	16	17	Aldrich Family	18.8	−0.1
	17	20	Date with Judy	23.7	+0.2	17	NR	Kraft Music Hall	18.7	+0.9
	18	13	Red Skelton	23.5	−2.1	18	NR	Duffy's Tavern	18.4	+0.8
	19	NR	Burns & Allen	23.4	+0.2	19	NR	Screen Guild Players	18.3	+1.6
	20	17	Aldrich Family	22.6	−1.5	20	NR	This is Your F.B.I.	17.9	−0.3
E-5	1	1	Lone Ranger	19.7	−1.0	1	1	Lone Ranger	15.6	−0.5
	2	2	Bill Henry News	15.0	−0.2	2	2	Bill Henry News	13.6	−0.1
	3	NR	Supper Club	12.4	−0.1	3	NR	Supper Club	9.8	+0.4
D-5	1	9	Backstage Wife	12.7	+1.7	1	4	Backstage Wife	11.8	+1.8
	2	4	Right to Happiness	12.4	+0.9	2	5	Right to Happiness	11.5	+1.6
	3	1	Arthur Godfrey	12.3	−0.6	3	1	Our Gal, Sunday	11.0	+0.4
	4	3	Our Gal, Sunday	12.2	+0.7	4	11	Stella Dallas	10.9	+1.8
	5	14	Stella Dallas	12.2	+2.1	5	15	Young Widder Brown	10.8	+2.1
	6	NR	Young Widder Brown	11.9	+2.2	6	10	When Girl Marries	10.4	+1.3
	7	11	When Girl Marries	11.7	+1.3	7	6	Rom. Helen Trent	10.1	+0.2
	8	NR	Lorenzo Jones	11.3	+2.3	8	NR	Lorenzo Jones	10.0	+2.3
	9	5	Rom. Helen Trent	11.0	−0.1	9	3	Big Sister	9.9	−0.3
	10	8	Big Sister	11.0	0.0	10	2	Arthur Godfrey	9.8	−0.5
	11	NR	Pepper Young	11.0	+1.3	11	8	Ma Perkins (CBS)	9.7	0.0
	12	10	Ma Perkins (CBS)	10.9	−0.1	12	NR	Pepper Young	9.6	+1.1
	13	13	Portia Faces Life	10.7	+0.4	13	13	Portia Faces Life	9.6	+0.7
	14	NR	Road of Life	10.7	+0.9	14	NR	Road of Life	9.2	+1.0
	15	7	My True Story	10.5	−0.6	15	NR	Life Can Be Beautiful	9.2	+1.6
D-1	1	1	True Detective Myst.	16.5	−1.1	1	1	True Detective Myst.	13.7	−1.2
	2	2	The Shadow	16.1	−0.4	2	2	The Shadow	13.2	−0.6
	3	4	Quick as a Flash	15.6	−0.3	3	4	Grand Central Station	12.7	+0.6
	4	NR	Grand Central Station	15.4	+0.2	4	NR	County Fair	11.9	+0.6
	5	NR	County Fair	15.2	+0.2	5	5	Adv. Archie Andrews	11.7	−0.2

KEY TO SYMBOLS—(NR) Not ranked in "Top Programs" in preceding report.

REGULATIONS ADOPTED BY ITU ARE PRINTED

PRINTING of the lengthy International Telecommunication Union Convention and radio regulations signed at the ITU conference in Atlantic City last October was completed last week.

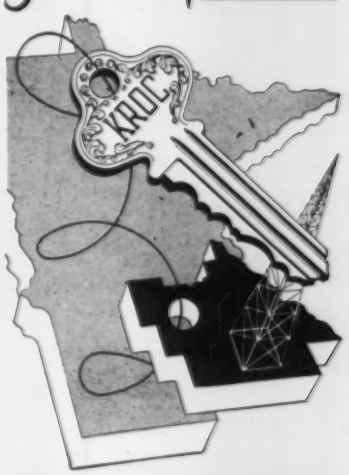
The regulations had been transmitted to the Senate for ratification by President Truman on Feb. 17. They were referred to the Senate Foreign Relations Committee, which is expected to report them to the floor in the near future.

Even as approval of the Atlantic City Convention was being sought, U. S. delegates last week were en route to another international meet—the Five-Power High Frequency Planning Conference convening March 22 in Geneva [BROADCASTING, March 8].

Several representatives of commercial radio were in the American delegation, although the NAB decided at the last moment not to take part. The NAB board, at its recent meeting in Hot Springs, had voted $15,000 for participation in international affairs, instead of $150,000 as reported incorrectly last week. Decision on specific conferences, however, was left to President Justin Miller.

WNEB Worcester, Mass., has received certificate from National American Legion Auxiliary in recognition of its "important contribution to education, entertainment and inspiration of the community."

THE KEY TO
Southern Minnesota



THE TRIPLE MARKET

★ 350,000 INTERNATIONAL visitors spend $16,800,000.00 every year.

★ 34,000 METROPOLITAN consumers spend $190,324,000.00 annually.

★ 87,200 RURAL consumers in the primary coverage area have a buying income of $118,631,000.00.

RESULT: $386,622,000.00 Effective Buying Income in KROC's Triple Market

EVERYONE DIALS TO KROC NBC Minn. Network N. W. Network

Southern Minnesota's Oldest Radio Station
Established 1935

IN ROCHESTER, MINNESOTA

Nationally represented by the John E. Pearson Co.

L.A. Preview

(*Continued from page 15*)

code-writing and the board screening committees.

The two opponents based their criticism on two fundamental points. Mr. Lawrence argued broadcasters should not be required to operate under a set of "rules" but agreed "guidepost" standards would be helpful to new stations. Mr. Cott said the document was originally written without consulting independents, that independents even now lack proportionate representation on the NAB board, that independents should not be forced into a network type of operation, and that the answer to radio's problems is not a code but better programming.

Recalling the historic Boston Tea Party, Mr. Cott said independents at the "Atlantic City Sea Party" last September felt the standards had been "shoved down their throats." He contended local situations call for local decisions and that independents should not operate under legislative direction "when they have no representation above."

He praised Judge Miller for his fair handling of code proceedings, but regretted "24 of the 25 board members represent network stations" and NAB committees actually have little authority. One benefit of the code-drafting procedure, he said, has been "to make stations evaluate themselves as well as to take another look at the gawky girl next door (the NAB) and discover she's really quite pretty."

Mr. Cott said importance of the code's commercial section should not be overemphasized, explaining that stations need operating revenue to provide public service programming. Listeners, not a set of NAB board standards, will eventually decide the length of commercials, he argued.

Mr. Lawrence supported his claim that it is "impossible to set forth rules which can be followed by all of the stations all of the time" by citing programs for farm and foreign-tongue listeners, as well as industry differences on how much commercial time should be allowed.

Farm listeners, he explained, want more merchandising information from their programs than city audiences. Foreign-language listeners need and appreciate more explanation and detail, he noted.

He said business-not-acceptable language in the proposed standards would prevent farm audiences from hearing advertising copy about reputable livestock remedies in which they are vitally interested, since such language would be repulsive to city listeners.

Mr. Lawrence said the original Section 1 of the standards (now being drastically revised at NAB) amounted to a plea of guilty to general program practices of which stations are innocent. Section 2 on specific program standards, he said, originally banned dramatization of political and controversial issues. (This ban was set aside by the board pending FCC action in the Port Huron case.) He said dramatization "can appeal to the intellect and reason" and make the broadcasts more interesting, thus drawing larger audiences. He reminded that certain speakers "can speak more emotionalism into a quarter-hour than many dramatists."

Industry Standards

The industry should have standards "which most of the stations can and will observe most of the time," he said. "Radio has done a good job of serving the public. The Standards of Practice should reflect this by being designed solely with the broad public interest in mind—not with the press or the very small group of rabid critics as the ones to be pleased.

"A sizable portion of the press would be happy to see radio emasculated as a social force and an advertising medium (particularly the latter), and that portion, plus some other critics will always find something to attack."

Mr. Lawrence noted that NAB doesn't intend to set up a code enforcement agency. "On the other hand,"he pointed out, "there has been an indication that the FCC might consider a licensee's observance of the standards when handling renewal and other applications. Hence if the standards were set forth as rules, instead of recommendations, there is some danger that licensees who do not agree that each and every rule is in the public interest all of the time, may find themselves required to make detailed explanations of their stand to the FCC. That would add more time and expense for one phase of station operation which presently consumes more than enough of both."

He observed that the "very few" broadcasters whose operations are contrary to such standards "would pay no more attention to them if they were rules than if they were recommendations. It would mean little to them if they were expelled from NAB as a result of unsuccessful attempts to enforce the rules."

Praises Others

He praised Messrs. Fellows and Cott and other broadcasters who have been working on preparation of the standards, closing with the comment that the industry "is a complex one—we are individualists to quite a degree, and each of us must operate in what he thinks is the best interest of the community served by his station."

Mr. Fellows reviewed the history of the standards and explained that each NAB member station has one equal vote in association affairs despite size or power. Drafters of the standards, he said "were required to consider and weigh and respect and debate the problems and the circumstances of all listeners and all broadcasters everywhere throughout the nation."

A majority of broadcasters, he said, "especially those of long experience—have steadfastly held to the belief that there should be one Standards of Practice for the entire industry . . . a voluntary created, self-imposed, and self-regulated document that would put all American broadcasters in the same constructive area of operation—a 'minimum' which, if followed, would help establish and maintain good and reasonable operations for broadcasters who lack experience and, therefore, the knowledge of deeper pitfalls—one under which all stations could economically exist to the extent that their economic existence was justified in the first place."

Mr. Fellows recited steps taken to insure every member opportunity to criticize and suggest, culminating in the board's screening subcommittee which submitted a new draft at the Hot Springs meeting.

Advertising time allowances have caused the most controversy, he said, recalling the effort made to sound industry sentiment on this and other phases, as well as opinion of advertisers, agencies, religious leaders, educators and columnists. A full report was made to the board, he said, with written digest of opinions and detailed accounting of every opinion.

Work of Harold Fair, NAB Program Dept. director, and Ben Miller, his assistant, was praised by Mr. Fellows, who said the latest version of the standards contains a preamble and a creed, followed by a detailed guide for broadcasters in specific areas of operation." He explained it incorporates majority suggestions and criticisms and is a "reflection of all the committees, all the individuals, all the organizations who have had anything to do with, or to say about the proposed standards throughout this last long year." Even so, he added, "It cannot—it will not—satisfy everyone. But it is rational, constructive, and I believe, logical and acceptable to listeners and broadcasters alike.

The new document will be distributed to the NAB membership at least 30 days prior to the May convention, he said, "Each member will, therefore, have his individual opportunity for further suggestion and criticism."

HIGHLIGHT of first annual AFRA ball in Boston Feb. 27 was presentation of gift from Boston local by Arch MacDonald (l), WBZ Boston, to retiring local AFRA president Bill Mezger, WEEI Boston, in recognition of Mr. Mezger's four years service as head of Hub City and New England chapters. Incoming president is Vin Maloney, WNAC Boston.

Jahncke to Handle ABC And Affiliates TV Liaison

ERNEST LEE JAHNCKE, Eastern Division manager of ABC's station relations department, has been named as liaison between the network and its television affiliates.

Mr. Jahncke

Mr. Jahncke's appointment is "in line with ABC's plan to place responsibility for affiliation of television stations . . . in its station relations department," according to Robert E. Kintner ABC's executive vice president. Mr. Jahncke, who joined ABC in 1937, will coordinate his video activity with that of Paul Mowrey director of ABC's television, and will continue to report to John H. Norton Jr., vice president in charge of station relations.

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Designed especially for your station, incorporating the recommendations of your consulting engineers, JOHNSON phasing equipment offers:

1. **Optimum circuit design**
2. **Heavier components, wider range of tuning adjustments**
3. **Individually designed and built by E. F. JOHNSON for YOUR existing installation**
4. **Automatic switching from directional to non-directional operation**

E. F. JOHNSON CO.
WASECA, MINNESOTA

UNIFORM TIME SNAFU

West Coast Already Scrambled

By JOE SITRICK

PROSPECT of standardized time, already threatened by the shortage of days remaining for Congressional consideration, seemed headed for possible further delay last week when it became uncertain whether a subcommittee of the Senate Interstate Commerce Committee could hold hearings during the week of March 22 as originally planned [BROADCASTING, March 8].

The uncertainty arose when it was found that Sens. Clyde M. Reed (R-Kan.), Owen Brewster (R-Me.) and Ernest W. McFarland (D-Ariz.), who comprise the subcommittee are also members of a subcommittee scheduled to begin hearings March 23 on a transportation proposal.

No indication was forthcoming last week as to how long the transportation hearings will last, but it was known that there is a sizeable list of witnesses. It was considered possible that the transportation hearings would recess after a few days of testimony from industry representatives and thus give the standardized time proposals a green light either the latter part of the week or during the week of March 29.

The hearings, if and when they come off, would be a preliminary step. If the subcommittee approves either Sen. Reed's S-2226 for standardized daylight time or S-2041 of Sen. John Overton (D-La.) for national standard time, it will then be necessary to get backing of the full committee. Finally, on the Senate side, it would have to be placed on an already crowded Senate calendar and voted on.

If the proposal is successful on the Senate side, it would then have to run a similar gauntlet on the House side. And all action would have to be completed by April 25, when portions of the country switch to daylight saving time.

One part of the country, the West Coast, already has a head start on the rest of the nation. There, California's need to conserve power because of the drought it suffered caused the state legislature to follow Governor Warren's advice and enact immediate daylight saving time which began yesterday (March 14). Oregon and Washington, however, remain on standard time.

The problem of how to program the area under the circumstances is being handled in different ways by the major networks. ABC will operate on daylight time to care for California, with certain adjustments made via transcription. When the eastern states begin daylight time April 25, the California schedule will then be synchronized with the former, according to Don Searle, ABC Western Division vice president.

CBS will move most of its programs forward one hour to meet the daylight time of California so that a program airing at 6 p.m. under standard schedules will now be heard at 7 p.m. under daylight schedules.

Don Lee Broadcasting System, western leg of MBS, will adopt a policy similar to that of CBS, airing to California listeners one hour later than standard time.

NBC, however, will continue to handle its program operations on a standard time basis, thereby continuing to be heard at the same time in Washington and Oregon but an hour later in California. No transcriptions will be used by NBC.

KMPC

(Continued from page 17)

television applications, including WJR's and WGAR's. There also was continued speculation that the question would be raised during the final session of the hearing on the Mayflower rule, which resumes April 19.

In the meantime, a report that both WJR and WGAR were effecting realignments or dismissals within their news staffs was discounted. Harry Wismer, assistant to Mr. Richards, disclaimed knowledge of possible staff changes as a result of the petition.

"Nothing has happened here at WJR," he said when informed of the petition.

George Cushing, station news editor and newly appointed vice president, told BROADCASTING that actually WJR had added to its news staff in the past week and "there is nothing at all to these charges."

"We have made no changes with respect to these charges voiced against KMPC," he added. "I am opposed to, and will continue to oppose and expose, Communism. But there is nothing at all to these charges—we don't tell our news staff to slant news."

In Cleveland John F. Patt, vice president and general manager of WGAR, said he couldn't speak for KMPC, but that WGAR had made no realignment because of the situation.

KMPC Vice President and General Manager Robert O. Reynolds denied earlier that Mr. Richards had attempted to force a slanting of news broadcasts.

The AJC petition, made available by the Congress and also through FCC, charged that Mr. Richards had:

(a) directed Maurice Starrels, at a time when he was news writer and editor of station KMPC, to emphasize that a murdered gangster, "Bugsy" Siegel was Jewish, that he was buried in a Jewish cemetery, and that the funeral service was conducted by a rabbi, and to couple this story with items concerning Russia and Communism;

(b) directed the said Maurice Starrels to emphasize the religion and foreign extraction of David Lilienthal and to stress statements critical of him;

(c) directed the said Maurice Starrels to give prominence in newscasts to the scandal involving Gen. Bennett E. Meyers, and to make it appear falsely that he was Jewish;

(d) directed the said Maurice Starrels and George B. Lewin, at a time when the latter was newsroom manager for station KMPC, not to publicize the situation in Palestine since such publicizing would give aid and comfort to Jews and Communists; and

(e) directed the said George E. Lewin to keep hammering at the Jews, advising the said Lewin that the Jews are all Communists.

WBAL-TV

NBC Baltimore Outlet Begins Operations

WBAL-TV Baltimore, on channel 11, began commercial operations last Wednesday as the fifth NBC television station now on the air. The station went on the air with a gross weekly billing of $2,800 according to Vice President and General Manager Harold C. Burke.

Licensed to Hearst Radio Inc., WBAL-TV was given a send-off from the NBC TV studios in New York, Washington, Philadelphia and Schenectady. Programs were transmitted by radio relay.

Mr. BURKE

Mr. Burke accepted the well wishes of FCC Commissioner George E. Sterling and Baltimore's Mayor, Thomas D'Alesandro, on the opening program.

Following the introductory ceremonies, Television Director Harold P. See started the local show, then turned it over to Al Ross, who was m.c. of a variety program.

To mark the opening of the new NBC television affiliate, three special programs were scheduled. One originated in New York, from WNBT; one in Washington, from WNBW, and the third from WBAL-TV.

The WBAL-TV plant represents an investment of around half a million dollars.

In addition to the studio with RCA image orthicon equipment, two of the new WBAL "World of Tomorrow" broadcast studios are completely equipped for television origination and audience monitoring. The station uses an RCA television mobile unit.

The transmitter is located three miles northeast of the main plant, and is 400 feet above sea level. The tower and antenna rise an additional 436 feet. The effective radiation is 32.6 kw visual and 16.3 kw aural.

Among out of town guests at the WBAL-TV dedicatory program were Noran Kersta, Director of Television Operations, NBC; William Dempsey, Washington attorney for WBAL; John Murphy, NBC Station Relations Dept., New York; Jose diDonato, Edward Petry & Co., New York; Carleton Smith, manager of NBC television department; John Graunt, program director, WNBW Washington; Marvin Kirsch, *Radio Daily;* Art King and Maury Long, BROADCASTING.

WMGW

MARKET FACTS

1. Local business in Meadville kept pace with a general 12% increase of all leading business areas of the state.
2. 12% increase in factory payrolls.
3. Factory sales values jumped to more than $52,000,000, for a 17% advance.
4. Employment up 27% over 1946 and general payrolls gained 45%.
5. Retail sales show a $2,000,000 gain over 1946.
6. Housing construction is 45 to 50% higher than the previous year.
7. Industrial power sales 10% higher than 1946.

Studios & Offices

FIRST NAT'L BANK BLDG.

MEADVILLE, PA.

Victor C. Diehm, Gen. Mgr.

CAMPAIGNS

Television Joining Media for Politicos

BROADCASTING—augmented for the first time by large-scale use of television—will take a leading part in the coming Presidential and Congressional elections. Plans of the two major political parties are starting to take shape though the conventions still are some three months distant.

Intense interest in radio was typified last week as GOP Senators and Representatives, along with their staffs, took part in a broadcasting clinic held Wednesday in the Old House Office Bldg. National committee headquarters was represented. A. D. Willard Jr. and Harold Fair, NAB executive vice president and program director respectively, took part at the request of legislators.

According to legislators who attended, persons in public life no longer need to be told all the elemental basic facts on use of radio in campaigning. Many of them report regularly to their constituents by transcription and have developed mike technique.

Democratic legislators are to hold a similar radio clinic this coming Wednesday. The clinics are designed to help candidates make the best possible use of broadcasting.

National committee headquarters of the two old-line parties are already working on plans for purchase of time on a national basis, especially after the nomination conventions are over and the campaign is under way in earnest.

Buying of time on the local level is advocated by the parties, especially since they are limited to $3,000,000 annual expenditure for national campaigns. Candidates are being urged to take advantage of radio's accepted sales power.

Campaign plans were discussed in detail Thursday and Friday by the Executive Committee of the Democratic National Committee, which met in Washington. Kenneth D. Fry, newly appointed supervisor of committee radio, presented a program of broadcast activity to the committee, which went into party budget problems.

Indications are that the party will include extensive use of transcriptions in its radio activities, with individual legislators making their own records locally and the committee handling the national promotion. Specialized programs are contemplated for particular areas.

Definite plans for use of spot broadcasting will be announced after the conventions. Broadcasts in advance of the conventions will be designed to stimulate interest in the campaign issues, with emphasis on registering and voting.

At GOP headquarters Ed Ingle, director of radio, appears well ahead of Democratic offices in radio plans, having been operating nearly two years. Mr. Fry just took over the Democratic radio post a fortnight ago and has had little time for preparation of details. Moreover, he has not yet acquired staff assistants.

Mr. Ingle indicated the GOP will use commercial television on a thorough basis during the campaign. He pointed out that Hatch Act limits on party expenditures will keep down use of both video and sound broadcasting.

Spokesmen for both parties met Tuesday in Philadelphia with the architect of the Convention Hall and representatives of television stations and networks. Details on placement of cameras and similar matters were discussed for the pooled portions of the conventions. Each party will work on special TV programs supplementing the pooled offerings. The GOP convention will be held June 21, with Democrats assembling July 12.

BROTHERS MEET for the first time in eight years through courtesy of the Freedom Train. Lou Novins (r), vice president of American Heritage Foundation, New York, sponsor of Freedom Train, who came to Los Angeles with train, talks over old times with brother Stuart (l) KNX Los Angeles director of special events, aboard train in Los Angeles station.

WJBW SEIZED

Civil Sheriff Acts On Court Orders

A NEW ORLEANS civil sheriff took possession of WJBW New Orleans last Tuesday under terms of temporary court orders which also enjoined Charles C. Carlson, licensee, from disposing of any of the station's properties or funds pending a hearing today (Monday).

The orders were signed by Judge Leo W. McCune of the 24th Judicial District Court of Louisiana on petition of Mr. Carlson's divorced wife, Mrs. Louise Calamari Carlson, who holds a proposed grant from FCC on her application for WJBW's facilities (1230 kc, 250 w). FCC's proposed decision anticipated denial of Mr. Carlson's application for renewal of the WJBW license, largely because of alleged technical violations [BROADCASTING, Dec. 15, 1947].

Mr. Carlson's former wife, who has a half interest in the WJBW property under Louisiana's community property laws, told the court he had terminated an agreement relating to use of the property and division of the profits, and that she feared he would dispose of part of the equipment.

Hearing Today

The hearing today will determine whether the order temporarily restraining him from disposing of station property and withdrawing station funds should give way to a preliminary injunction pending final disposition of the suit, or should be dissolved.

Sheriff Louis Knop Jr., taking possession of the station on a writ of judicial sequestration until further order of the court, named James J. A. Fortier, New Orleans amateur radio operator, as administrator to handle its business affairs. The sheriff's office assigned special deputies as guards at various points where WJBW equipment is in operation.

"The station," Sheriff Knop said, "will continue to operate as usual. All we will do is to manage its affairs and place all funds accruing from the operation into a special fund, subject to administration by Judge McCune."

Takes Inventory

The court also authorized a notary public to "take an inventory, according to law, of all the property, funds, credits, assets and rights appertaining to . . . WJBW . . . and of all property held in indivision by the plaintiff, Louise Calamari Carlson, and Charles C. Carlson."

Mr. Carlson's former wife charged that he cancelled, in February, the agreement they reached at the time of their divorce with respect to the use of WJBW property and division of profits from its operation.

Mrs. Carlson said that "as joint owner" of the property she is "as much entitled to the possession thereof as defendant, and he is without lawful right to the possession of the whole thereof to the exclusion of petitioner." She said she wanted a division of the property.

"At no time since Sept. 3, 1946 [when she sued for separation from Mr. Carlson] has defendant rendered to petitioner such full, true and complete accounting of his administration of said community and co-owned property as was justly due to her," Mrs. Carlson told the court.

Charges Violation

She charged that he "has appropriated unto himself funds and assets of said community in violation of aforementioned agreements, of the law, and of petitioner's rights." She expressed fear that he "will conceal, part with, or dispose of said community and co-owned property, or of part thereof, during the pendency of this action. . . ."

Counsel for Mr. Carlson notified FCC that they were undertaking to set aside the court order in the belief that only the Commission has authority to order a change in the operator of the station. Mr. Carlson's operators and staff, they said, remained in actual control.

FCC meanwhile asked both Mr. Carlson and his former wife for statements of their respective positions.

Whether the Commission would intervene, authorities felt, would depend upon whether there had been a change in control over the actual operations — programming, etc., as distinguished from business affairs.

2 MORE STATIONS!

KGFL at Roswell, N. M. and KWEW at Hobbs, N. M. have been added to The Southwest Network to better serve you in two vital and progressive Southwestern Markets. Both are popular, aggressive Mutual stations, both cover cities and wide-spread areas of unusual prosperity and importance.

THE SOUTHWEST NETWORK

KGLF, Roswell, N. M. . . . . KWEW, Hobbs, New Mexico

KSIL, *Silver City, N. M.* • KAVE, *Carlsbad, N. M.* • KOSA, *Odessa, Tex.*
KVKM, *Monahans, Tex.* • KVLF, *Marfa-Alpine, Tex.* • KIUN, *Pecos, Tex.*
KROD, *(CBS) El Paso, Tex., Key Station*

202 RADIO BLDG., EL PASO, TEXAS
TAYLOR · HOWE · SNOWDEN · · · REPRESENTATIVES

Rival Bid for WOV Seen as Certainty

FCC Refuses Waiver on Avco Open-bid Rule for GBC

A COMPETITIVE application for purchase of WOV New York appeared a certainty last week after FCC refused to waive the Avco open-bidding rule on General Broadcasting Corp.'s proposed acquisition of the station.

The rival bid, it was indicated, would come from Ralph N. Weil, WOV general manager; Arnold B. Hartley, program director, and N. Joseph Leigh, New York industrialist. Under the Avco rule they can apply for the station by offering to match the terms of General Broadcasting's purchase agreement with the Arde Bulova interests, WOV owners.

General Broadcasting is owned by Richard E. O'Dea, part owner of the station and of WNEW New York; Herman Bess, sales director of WMCA New York, and Harry S. Reichenstein, Newark plastic manufacturer and city chief clerk. Their agreement involves a sales price of $300,000 plus Mr. O'Dea's 10% interest in WNEW [BROADCASTING, Feb. 9].

Chief financial backer of the Weil-Hartley-Leigh association is Mr. Leigh, chairman of the board of Einson-Freeman Co., a lithographing company of Long Island City, N. Y., and president of Fair Lawn Industries Inc., a multi-industrial development near Paterson, N. J.

Sale of WOV will wind up the last of the original "duopoly" cases. Mr. Bulova, controlling owner of WNEW as well as WOV, has made several efforts to sell the station but has been impeded by pending litigation. FCC refused to approve a proposed $300,000 transfer of WOV to the Mester brothers, and the Supreme Court last fall refused to upset the Commission's action.

WOV operates with 5 kw on 1280 kc, sharing time with WHBI Newark. WNEW is a 10-kw full-time outlet on 1130 kc.

NEW DATE FOR LEMKE BILL OPPONENTS SET

PRESENTATION of opposition testimony to the Lemke Bill (H.J. Res. 78) received a one-week delay from the House Interstate & Foreign Commerce Committee, which last Thursday set March 31-April 1 as the new date for continuance of hearings.

Proponents of the bill, which would give FM a portion of the 44-50 mc band in addition to its present 88-108 mc, were heard by the committee on Feb. 4-5.

The roster of prospective witnesses remained the same except for one loss and one addition. NAB, which had planned to send General Counsel Don Petty, notified the committee that it would not testify at all. Added to the list was H. B. Weaver, attorney for Philco Corp.

NAB BOARD VOTE

Nominee Lists Mailed

NAB members will vote this month on 147 nominees for 16 vacancies on the 25-man Board of Directors. Lists of nominees were mailed to the membership last week by Ernst & Ernst, New York auditing firm.

Twenty-nine members who had been nominated for both district and at-large directorships had made their choice by last Monday. They had five days under the By-Laws to select the field in which they preferred to run.

Largest number of nominees developed in District 4 (D. C., N. C., S. C., Va., W. Va.), with 34 names on the ballot for the post now held by Campbell Arnoux, WTAR Norfolk, Va.

All But Two

All but two members now sitting on the board were placed in nomination. Not on the ballots are C. Bruce McConnell, WISH Indianapolis (District 8, Ind., Mich. in part), and John J. Gillin Jr., WOW Omaha (District 10, Ia., Mo., Neb.). Both declined to run.

Ballots must be returned to Ernst & Ernst by midnight March 30. The person or persons getting the highest number of votes will be declared elected in each group. Nominees are listed on the ballots in alphabetical order.

Directorships open are those in the even-numbered districts, one each; large, medium and small station directors-at-large, two each; FM-A and FM-B, one each. Odd-numbered districts may vote on their directors at district meetings in the late summer and autumn.

Last meeting of the present board will be held May 15, two days prior to opening of the Los Angeles convention, with the new board meeting May 19, between the management and engineering portions of the week-long agenda.

NAB's new procedure for elections, adopted almost unanimously last summer by referendum vote, brings all member stations into the voting for the first time. Referendum procedure was adopted because only a small percentage of the membership attended some convention sessions at which directors-at-large were elected.

The list of nominees follows:

Directors-at-Large (large stations), vote for two—John H. De Witt Jr., WSM Nashville; Howard Lane, WJJD Chicago; Paul W. Morency WTIC Hartford; Theodore C. Streibert, WOR New York.

Directors-at-Large (medium stations), vote for two—Kenyon Brown, KFWT Wichita Falls, Tex.; Roger W. Clipp, WFIL Philadelphia; T. A. M. Craven, WOL Washington; Walter J. Damm, WTMJ Milwaukee; Harold Essex, WSJS Winston Salem, N. C.; C. M. Everson, WHKC Columbus; K. K. Hackathorn, WHK Cleveland; Leonard Kapner, WCAE Pittsburgh; G. Richard Shafto, WIS Columbia, S. C.; Jerome Sill, WMLO Milwaukee; C. L. Thomas, KXOK St. Louis.

Directors-at-Large (small stations), vote for two—Edward Breen, KVFD Fort Dodge, Ia.; Harry C. Butcher, KIST Santa Barbara, Calif.; Wayne W. Cribb, KHMO Hannibal, Mo.; Fred Fletcher, WRAL Raleigh, N. C.; Simon Goldman, WJTN Jamestown, N. Y.; DeWitt Landis, KFYO Lubbock, Tex.; Robert T. Mason, WMRN Marion, Ohio; Clair R. McCollough, WGAL Lancaster, Pa.; A. E. Spokes, WJOY Burlington, Vt.

FM-A Stations, vote for one—Willard D. Egolf, WBCC-FM Bethesda, Md.; Ernest L. Spencer, KVOE-FM Santa Ana, Calif.

FM-B Stations, vote for one—Leonard L. Asch, WBCA Schenectady, N. Y.; Everett L. Dillard, KOZY Kansas City; Craig Lawrence, WCOP-FM Boston; John Shepard 3d, WGTR Boston.

District 2, vote for one—Roy L. Albertson, WBNY Buffalo; George F. Bissell, WMFF Plattsburg, N. Y.; William Fay, WHAM Rochester; Michael R. Hanna, WHCU, WHCU-FM Ithaca, N. Y.; Cy King, WEBR Buffalo; E. E. Kohn, WMID Atlantic City; William T. Lane, WAGE, WAGE-FM Syracuse; I. R. Lounsberry, WGR Buffalo; William B. Maillefert, WVET Rochester; Thomas E. Martin, WRUN Utica, N. Y.; William A. Riple, WTRY Troy, N. Y.; B. J. Rowan, WGY, WGFM Schenectady, N. Y.; Arthur Simon, WKBW Buffalo; Mitchell C. Tackley, WICY Malone, N. Y.; C. Robert Thompson, WBEN Buffalo; Gunnar O. Wiig, WHEC, WHEF Rochester; Harry C. Wilder, WSYR-FM Syracuse; Helen Wood, WIBX Utica, N. Y.

District 4, vote for one—Edward A. Allen, WLVA Lynchburg, Va.; Campbell Arnoux, WTAR, WTAR-FM Norfolk, Va.; T. W. Aydlett, WSAP-FM Portsmouth, Va.; J. Patrick Beacom, WVVW Fairmont, W. Va.; Bryce P. Beard, WSTP Salisbury, N. C.; Charles P. Blackley, WTON Staunton, Va.; Howard L. Chernoff, WSAZ Huntington, W. Va.; Charles H. Crutchfield, WBT Charlotte, N. C.; Victor W. Dawson, WFNC-FM Fayetteville, N. C.; Don S. Elias, WWNC Asheville, N. C.; Ray A. Furr, WIST Charlotte, N. C.; Harry Gatton, WSIC Statesville, N. C.; E. J. Gluck WSOC Charlotte, N. C.; R. Sanford Guyer, WBTM Danville, Va.; John S. Hayes, WINX Washington; Louis N. Howard, WHIT New Bern, N. C.; Wilton E. Hall, WAIM Anderson, S. C.; Frank Jarman, WDNC Durham, N. C.; Meyer Layman WHTN-FM Huntington, W. Va.; C. T. Lucy, WRVA Richmond, Va.; R. H. Mason, WPTF Raleigh, N. C.; Glacus G. Merrill, WHAR Clarksburg, W. Va.; Melvin H. Purvis, WOLS Florence, S. C.; John B. Reynolds, WKWK, WKWK-FM Wheeling, W. Va.; William E. Rine, WWVA Wheeling, W. Va.; John M. Rivers, WCSC-FM Charleston, S. C.; John W. Schultz, WMVA Martinsville, Va.; Harold B. Shaw, WOAY Oak Hill, W. Va.; Ben Strouse, WWDC Washington; R. H. Smith, WCYB Bristol, Va.; Harold H. Thoms, WISE Asheville, N. C.; Allen Wannamaker WGTM Wilson, N. C.; Edward S. Whitlock, WRNL Richmond, Va.; Bevo Whitmire, WFBC Greenville, S. C.

District 6, vote for one—H. Vernon Anderson, KLOU Lake Charles, La.; Cecil Elrod Jr., WGNS Murfreesboro, Tenn.; James E. Gordon, WNOE New Orleans; Wiley P. Harris, WJDX Jackson, Miss.; John P. Hart, WBIR Knoxville, Tenn.; Hugh O. Jones, WGCM Gulfport, Miss.; Harold R. Krelstein, WMPS Memphis; Emmett H. McMurry, WJPR Greenville, Miss.; Marshall H. Pengra, WATO Oak Ridge, Tenn.; Aaron B. Robinson, WCMA Corinth, Miss.; H. W. Slavick, WMC Memphis; Hugh M. Smith, WLAU Laurel, Miss.; W. H. Summerville WWL New Orleans; George H. Thomas, KVOL Lafayette, La.; Gene Tibbett, WLOX Biloxi, Miss.; Storm Whaley, KUOA Siloam Springs, Ark.; Earl W. Winger, WDOD Chattanooga, Tenn.; C. J. Wright, WFOR Hattiesburg, Miss.; G. E. Zimmerman, KARK Little Rock, Ark.

District 8, vote for one—G. F. Albright, WKBV Richmond, Ind.; Harry Bannister, WWJ-FM Detroit; J. H. Bone, WBAT Marion, Ind.; Donald A. Burton, WLBC Muncie, Ind.; Ken Church, WIBC Indianapolis; Warren G. Davis, WSUA Bloomington, Ind.; John E. Fetzer, WJEF Grand Rapids, Mich., WKZO Kalamazoo; George Higgins, WISH Indianapolis; J. F. Hopkins, WHRV Ann Arbor, Mich.; D. E. Jayne, WELL Battle Creek, Mich.; Martin L. Leich, WGBF, WMLL Evansville, Ind.; Stanley R. Pratt, WSOO Sault Ste. Marie, Mich.; James G. Riddell, WXYZ Detroit.

District 10, vote for one—John Alexander, KODY North Platte, Neb.; George C. Biggar, KCRG Cedar Rapids, Ia.; Harry Burke, KFAB Lincoln, Neb.; Donald D. Davis, WHB Kansas City; Dietrich Dirks KTRI Sioux City, Ia.; Milton J. Hinlein, KDRO Sedalia, Mo.; William B. Quarton, WMT Cedar Rapids, Ia.

District 12, vote for one—Plez S. Clark, KFH Wichita, Kan.; Robert Enock, KTOK Oklahoma City; John Esau, KTUL Tulsa; R. J. Laubengayer, KSAL Salina, Kan.; Clark A. Luther, KAKE Wichita; P. A. Sugg, WKY Oklahoma City; William B. Way, KVOO Tulsa.

District 14, vote for one—Frank C. Carman, KUTA Salt Lake City; E. B. Craney, KXLF Butte, Mont.; S. S. Fox KDYL Salt Lake City; Henry H. Fletcher, KSEI Pocatello, Idaho; R. G. Howell, KFXJ Grand Junction, Colo.; Franz J. Robischon, KBMY Billings Mont.; Hugh B. Terry, KLZ Denver; Walter E. Wagstaff, KIDO Boise, Idaho.

District 16, vote for one—Wm. J. Beaton, KWKW Pasadena, Calif.; Jack O. Gross, KFMB San Diego, Calif.; Albert D. Johnson, KOY Phoenix, Ariz.; Gene W. Lee, KFXM San Bernardino, Calif.; Richard O. Lewis, KTAR Phoenix, Ariz.; Wm. B. Ryan, KFI Los Angeles; Thomas E. Sharp, KFSD San Diego; Calvin J. Smith, KFAC Los Angeles; J. G. Studebaker, KSON San Diego; Merle H. Tucker, KOAT Albuquerque, N. M.; Harry W. Witt, KNX Los Angeles.

NBC Promotion

NBC affiliates spent $1,337,406 on radio and newspaper plugs promoting the network's shows during September, October, and November of 1947, according to figures released last week by James H. Nelson, NBC director of advertising and promotion. Of this total $1,097,307 went for radio time.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Mellin

LOVE IS SO TERRIFIC

On Transcriptions: NBC THESAURUS—The Jumpin' Jacks with Patti Dugan; WORLD — Les Brown

On Records: Les Brown—Col. 38060; Vic Damone —Mercury 5104; Art Lund—MGM 10126; Helen Carroll & the Satisfiers — Vic. 20-2672; Ernie Felice Quartet—Cap. 486.

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BROADCAST MUSIC INC. 580 FIFTH AVENUE
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CENSORSHIP PLANS *Congress May Investigate*

AS NEWS EXPERTS prepared to hand down recommendations on the Forrestal Plan for voluntary peacetime radio and press censorship, Rep. Clare Hoffman (R-Mich.) on March 10 intimated that the plan might fall under critical scrutiny during a projected Congressional investigation.

The plan, which would create a clearing house to advise information media on the degree of secrecy contained in material on various national defense projects, was passed on for consideration by 22 representatives of aural and visual radio, news, magazine, motion picture and newsreel interests, at a meeting at the Pentagon with Secretary of Defense James V. Forrestal and other national defense officials March 3.

Prevailing reaction to the plan, as gleaned from opinion sampling following the closed meeting, indicated strong disfavor and the probability that it would die on the vine [BROADCASTING, March 8].

Congressman Hoffman, chairman of the House Expenditures Committee, on March 10 suspended in status quo form an investigation by that committee of overall government plans to impose censorship throughout various departments, after hearing testimony by Nat S. Finney, Washington newsman, that press freedom is endangered by proposed minimum regulations for classifying information.

Asked if the hearings when reopened would encompass the Forrestal Plan, Rep. Hoffman told BROADCASTING that "anything that tends to impose censorship on the press will be looked into. Newsmen don't need any guide. They are just as patriotic as anyone and will exercise patriotic judgment. We don't have to ride herd on newsmen." He explained that the committee is still assembling material and that the hearings would proceed "whenever we find it possible."

Subcommittee Named

Failing to arrive at a happy medium between the evils of peacetime censorship and the dire consequences of security "leaks," the media committee which studied the plan appointed a subcommittee, headed by B. J. McKelway, editor of the Washington *Evening Star*, to give deeper study to the matter.

The McKelway subcommittee is scheduled to meet at 10:30 a.m., today, March 15, in the conference room of the Secretary of Defense. Other members of the eight-man committee are: Lyle C. Wilson, general manager, Washington UP office; Relman Morin, chief, Washington AP bureau; Justin Miller, president, NAB; William Chenery, publisher, *Collier's* magazine and chairman, Editorial Committee of the National Assn. of Magazine Publishers; Walton C. Ament, vice president and general manager, Warner Pathe News, representing all newsreels, and Gene Dawson, president, Aviation Writers Assn.

Mr. McKelway said that the subcommittee "hopes to get a better understanding of the existing [public relations] setup" in the national defense structure. "I believe," the editor said, "that we may be able to agree on the substance of our recommendations." Findings will be reported to the full body at a meeting scheduled for April 1.

Military Witnesses

Capt. Robert Berry, aide to Secretary Forrestal, explained that the military would attend the subcommittee's meeting only in the role of witnesses, when called for questioning. Military officials, he said, had been given no indications that the Forrestal Plan would become subject matter for the House Expenditure Committee's hearings.

Witnesses who will be called before the news media subcommittee will include the public relations officers of the Army, Navy and Air Force departments and Dr. Vannevar Bush, Research and Development Board chairman, who appeared before the full committee March 3, Mr. McKelway said.

Mr. Finney, a correspondent for the Minneapolis *Star* and *Tribune* and the Des Moines *Register* and *Tribune*, broke the story last year of the plan to impose on executive departments and agencies the classification program which during the war was limited to such critical agencies as the State, War, and Navy departments. Under the proposals, all executive groups would be entitled to classify certain information as "top secret," "confidential," or "restricted."

The Security Advisory Board of the State-Army-Navy-Air Force Coordinating Committee prepared the minimum regulations, which have not yet been put into effect. Chairman of the committee is Hamilton Robinson, director of the State Department's Office of Controls, the top security agency in that department.

For his efforts in revealing the plan, Mr. Finney was recently awarded the Raymond Clapper Memorial Award for distinguished Washington reporting in 1947.

Mr. Finney acknowledges that scientific developments have created a delicate news reporting situation but indicates that he is "somewhat worried" about the prospects of installing such regulatory machinery as provided under the Forrestal Plan.

ABC VIDEO

Plans to Launch Coast Outlets by Dec. 1

KICKOFF date for ABC video stations in Los Angeles (Hollywood) and San Francisco is expected to be Dec. 1, Charles (Bud) Barry, network's vice president in charge of television and programs, announced in Hollywood last week.

Although he declined to comment on ABC's contemplated expenditures for the video installations, he said that all networks start from scratch in developing television network personalities and that ABC aimed to start with the pack and stay at the front.

Personnel-wise, he said, the Hollywood and San Francisco operations likely would lead to the creation of about 80 new jobs in each city. The bulk of these would be technical, he explained, and would come in September.

Asked whether a West Coast manager of television would be appointed, he replied that all expansion of television activities would take place from within. He felt that these operations ultimately would have to be separated, but at the start all television activity would remain under the jurisdiction of Don Searle, Western Division vice president.

At the start of operations, Mr. Barry said, each station would carry 28 hours of programming weekly. Asked about the matter of Hollywood studio facilities, he said details "would be worked out within 30 days." As presently projected, he looked for an average of 8-12 hours of remotes, 3-4 hours of film, with remainder to be live. But he indicated that the proper film set-up, as yet unsigned, could lead to an increase in that type of programming.

Of the network's current programs, he looked for video treatment of *Breakfast in Hollywood* and *Bride and Groom*, among others. But he emphasized that it would "remain to be seen whether television can absorb as many audience participation formats as radio has assimilated."

Queried about the expected place of film in video programming, he said it is a "prime requisite for successful programming." ABC is reported to have conferred with several film-makers.

Asked about the future of AM in the face of television, Mr. Barry said that the two "will compete with each other eventually." But he qualified this with the statement that this could only come when television has a circulation story to tell.

Work is starting on the network's Mt. Wilson transmitter site within 30 days, Mr. Barry said. Although no specific information was made available on the likely date of networking between Los Angeles and San Francisco, telephone company officials indicate that the coaxial cable will be ready in the spring of 1949. No plans have been laid for connecting radio relay stations between the two cities, it is understood.

With Mr. Barry in Hollywood is Robert Hinckley, ABC's Washington vice president, who is handling all discussions concerning studio facilities and details of construction relative to the Mt. Wilson transmitter site.

Mortimer Renamed To Ad Council Post

CHARLES G. MORTIMER Jr., vice president of General Foods, was re-elected chairman of the Advertising Council at the annual election meeting of the board of directors in New York last week. T. S. Repplier was re-elected president.

Mr. Mortimer

Chosen as vice chairmen were Stuart Peabody, Borden Co.; Kerwin H. Fulton, president, Outdoor Advertising Inc.; William Reydel, Newell-Emmett Co., Paul B. West, president of the Assn. of National Advertisers, was elected secretary, and Frederic R. Gamble, president of the American Assn. of Advertising Agencies, elected treasurer.

Mr. Mortimer read a letter at the meeting from John R. Steelman, assistant to President Truman, in which Mr. Steelman paid tribute to the work of the Advertising Council during the past year. The council also announced that its number of directors has been increased from 40 to 52. Representation from the media groups, including radio, magazines, newspapers, and outdoor advertising, has been increased from four to five directors each.

New directors who have not previously served on the council are: Robert S. Peare, vice president and publicity manager, General Electric Co.; Theodore Bates, president, Ted Bates Inc.; John C. Cornelius, executive vice president in charge of western offices, BBDO Inc.; Gardner Cowles Jr., president, editor and general manager, *Look* Magazine; A. D. Willard, executive vice president, NAB; William G. Chandler, president, Scripps-Howard Supply Co.; Philip L. Graham, publisher, *The Washington Post;* Burr L. Robbins, executive vice president, General Outdoor Advertising Inc.; Frank Dunigan, chairman, Outdoor Advertising Assn. of America Inc.; J. E. McCarthy, director Outdoor Advertising Foundation U. of Notre Dame; Mason Britton president, Metal Cutting Tool Institute.

Requests for TV Reach 157 Figure

File Six New Commercial Video Applications With FCC

HALF-DOZEN NEW applications for commercial television stations were filed last week with FCC, swelling total of pending video requests to 161. Majority of the new applicants are identified with existing standard station operations.

Among the new requests was application for Channel 2 (54-60 mc) at New Orleans, filed by New Orleans Television Co. Firm is owned by trio of independent oil producers who are represented as forthcoming video applicants also at Phoenix, San Antonio and Corpus Christi.

Tri-States Meredith Broadcasting Co., proposed purchaser of KSO Des Moines for $433,000 from Kingsley H. Murphy [BROADCASTING, Feb. 9], filed application for same frequency band in Des Moines.

The new applicants and respective data:

Baltimore — Monumental Radio Co., Channel 6 (82-88 mc), power 16 kw visual, 8 kw aural. Initial cost estimated is $235,500 with first year operating costs totaling $200,000 and revenue $50,000. Applicant is licensee WCAO and WCAO-FM Baltimore.

Des Moines — Tri-States Meredith Broadcasting Co., Channel 2 (54-60 mc), 16.85 kw visual, 8.425 kw aural. Initial cost $185,000, monthly operating cost $12,000 and revenue unknown. Applicant is equally owned by Tri-States Theatre Corp. and Meredith Pub. Co. Tri-States Theatre is headed by A. H. Blank who with his family owns all Class A issue. Full Class B issue is held by Paramount Pictures. Meredith Pub. Co., publishing Better Homes and Gardens and Successful Farming, is owned and operated by Meredith family.

Minneapolis—Independent Merchants Broadcasting Co., Channel 7 (174-180 mc), 25 kw visual, 13 kw aural. Initial cost $229,700, first year expenses $132,-200, revenue $80,000. Applicant is licensee AM station WLOL that city.

New Orleans—New Orleans Television Co. Channel 2 (54-60 mc), 14.685 kw visual, 7.342 kw aural. Initial cost $306,-886, first year operating costs $120,000, revenue unknown. Co-partnership: H. E. Coffield, W. L. Pickens and R. L. Wheelock, all independent oil operators and producers. Station would have maximum commercial limit of 75%.

San Diego—Thomas S. Lee Enterprises Inc. d/b as Don Lee Broadcasting System, Channel 6 (82-88 mc), 20 kw visual, 10 kw aural. Initial cost $264,-129.75, first year operating costs $100,000, revenue "indefinite." Don Lee, in television since 1930, is licensee Los Angeles experimental stations W6XAO and W6XDU, has pending application to make W6XAO commercial station under call KTSL. Don Lee also is licensee AM stations KHJ Los Angeles, KFRC San Francisco, KGB San Diego and KDB Santa Barbara, Calif., and is owner of KHJ-FM.

San Antonio, Tex.—Southland Industries Inc., Channel 4 (66-72 mc), 21.6 kw visual, 10.8 kw aural. Initial cost $372,680, first year operating costs $50,-000, revenue unknown. Applicant is operator WOAI and WOAI-FM that city.

Tampa, Fla.—The Tribune Co., Channel 4 (66-72 mc), 15.1 kw visual, 7.55 kw aural. Initial cost $198,638, first year operating costs $100,000, revenue $50,-000. Applicant is licensee WFLA and permittee WFLA-FM that city.

TV, FM Rise Told At Pittsburgh Meet

TELEVISION will skyrocket and FM will arrive as a mass medium when low-priced receivers arrive on the market, Sol Taishoff, editor and publisher of BROADCASTING, predicted March 9 at a meeting of the Pittsburgh Radio & Television Club.

Foreseeing push-button FM-AM combinations, with television too, he said the listener "won't know whether he's listening to AM or FM and he probably won't care. He'll listen to the best signal he can get, carrying the program he wants most." Television, he added, "is the hottest thing in the whole field of mass media."

Mr. Taishoff was introduced by W. B. McGill, advertising manager of Westinghouse Radio Stations Inc. Luncheon meeting was arranged by Richard C. Bachman, E. Earl Bothwell Agency, club vice president.

A new programming technique was foreseen for television by Mr. Taishoff whereby the listener can look and listen, or listen alone—away from his set. He predicted writers and producers will develop suitable script technique so the program will be intelligible without the picture.

Mr. Taishoff was presented with a portrait painted by Mr. McGill, who is well known for his art works.

Music Talks

(Continued from page 14)

in wages above the scales in the present AM network contracts.

One network executive said he believed Mr. Petrillo would make "a sincere attempt to work out a basis for musical performances on television." The difficulties in reaching agreement on this point, however, were not to be minimized.

It was believed that Mr. Petrillo's agreement to permit duplication of musical programs on AM and FM outlets of the networks—part of the interim compact reached at the end of January—stood a chance of becoming standard practice. It would still be necessary, however, to set wage scales for musical programs originated on FM.

Both union and network spokesmen insisted the conferences were "making progress," but none would comment officially beyond that. Another session was scheduled for today (March 15).

Broadcasters present at Thursday's conference included Charles R. Denny, NBC vice president, and Frank E. Mullen, executive vice president; Robert D. Swezey, MBS vice president and general manager; Joseph H. Ream, CBS vice president; Mark Woods, ABC president; Howard L. Hausman, CBS director of personnel relations, and Joseph A. McDonald, ABC vice president and general attorney. AFM was represented by James C. Petrillo, president; Milton Diamond, counsel; Richard McCann, New York Local 802 president, and Charles R. Iucci, 802 secretary.

As the ban against recordings went into its third month, it became known that NBC had drastically reduced the staff and functions of its Radio Recording Division, an action which the network said was directly attributable to the musicians' work stoppage.

Approximately 30 employes, representing half the total staff, had been dismissed by NBC Radio Recording, it was reported. Those dismissed were mostly script writers, musical composers and arrangers and order clerks. Executive and most sales personnel were retained as a nucelus from which to rebuild the division in the event of a settlement.

Processing of records from masters cut before the ban has been shifted to RCA, it was said.

Though AFM had not advised Standard Radio Transcriptions Inc. of its stand on the firm's request for collective bargaining by March 22, the union advised Ike Carpenter's orchestra that any legal showdown will be handled for it without cost [BROADCASTING, March 8].

Meanwhile Mardi Gras Record Co., Hollywood, defied AFM when a non-union 17-piece orchestra recorded 21 sides last week and announced plans to record 10 more March 15.

Capitol Records remains silent on its strategy, having also sought to force the personal contract issue and having also been rebuffed [BROADCASTING, March 1]. It was thought likely Capitol would await the March 22 deadline before making another move.

The Carpenter unit is one of four Standard has approached for compliance with contracts, hoping to obtain a Taft-Hartley Act test. The union has advised all members to "sit tight," contending no legal step is possible which might force them to favor personal contracts in face of the union shutdown.

MURROW AND MUELLER CITED BY PRESS CLUB

EDWARD R. MURROW of CBS and Merrill Mueller of NBC will be honored by the Overseas Press Club tomorrow night (March 16) for outstanding radio news analysis and reporting in 1947.

Mr. Murrow's citation was ". . . for the best radio interpretation of foreign news" during 1947. Mr. Mueller, head of NBC's London Bureau, was cited ". . . for the best radio reporting of foreign news from abroad" last year.

Mr. Mueller's acceptance will be piped in by shortwave from London, NBC said. Mr. Murrow's selection marks his second such accolade this month; on March 8 he received the duPont award as the outstanding radio news commentator of 1947.

Immunity Bill Shelved

NEW YORK state legislature last Wednesday shelved a bill which would have protected newspapermen from having to reveal their news sources. The bill, introduced after a reporter and an editor of the *Newburgh* (N.Y.) *News* had been sentenced to jail for ten days for refusing to reveal a news source to a grand jury, had prompted Dave Driscoll, WOR New York director of news and special features, to urge sponsors of the measure to include radio newsmen in its provisions [BROADCASTING, March 8].

First 15 Pacific Hoopers—Feb. 1948

Program	No. of Stations	Sponsor	Agency	Hooperating	Year Ago Hooperating	+ or —	Year Ago Position
Jack Benny*	6	American Tobacco	Foote, Cone & Belding	42.1	43.9	—1.8	1
Fibber McGee & Molly	6	S. C. Johnson & Sons	Needham, Louis & Brorby	32.1	27.7	+4.4	5
Bob Hope	6	Pepsodent Div.—Lever Bros.	Foote, Cone & Belding	31.6	30.4	+1.2	2
Walter Winchell*	6	Andrew Jergens Co.	Robert W. Orr & Assoc.	29.0	27.4	+1.6	6
Fred Allen	6	Ford Dealers of America	J. Walter Thompson	26.5	24.6	+1.9	7
Bandwagon	6	F. W. Fitch Co.	L. W. Ramsey Co.	26.1	19.6	+6.5	12
Charlie McCarthy	6	Standard Brands	J. Walter Thompson	26.0	28.8	—2.8	4
Red Skelton	6	B. & W. Tobacco Corp.	Russel M. Seeds	25.6	30.4	—4.8	3
Truth or Consequences	6	Procter & Gamble	Compton Advertising	24.4	16.9	+7.5	19
Amos 'n' Andy	6	Lever Bros.	Ruthrauff & Ryan	22.1	21.4	+0.7	9
Life of Riley	6	Procter & Gamble	Benton & Bowles	21.2	17.0	+4.2	18
Radio Theatre	6	Lever Bros.	J. Walter Thompson	21.1	21.4	—0.3	8
Take It or Leave It	6	Eversharp	Biow Co.	20.8	16.3	+4.5	23
Screen Guild Players	6	R. J. Reynolds Tobacco Co.	Wm. Esty & Co.	20.3	13.8	+6.5	32
Adv. of Sam Spade	6	Wildroot Co.	BBDO	19.6	16.0	+3.6	25

* Benny and Winchell includes first and second broadcast.

At Deadline ...

CALIFORNIA MERGER GETS FCC APPROVAL

MULTIPLE AM actions by FCC Friday included approvals for: (1) merger of J. E. Rodman and Tulare-Kings Counties Radio Assoc. Visalia and Fresno, Calif., interests at Fresno; (2) power boost on 1090 kc from 10 kw to 50 kw, directional, for KING, Seattle independent, and (3) new station Rio Piedras, P. R., on 1520 kc, 250 w fulltime, to Frank A. Gandia, local publisher.

Fresno merger involves: (a) dismissal at Mr. Rodman's request of his application to shift KFRE Fresno from 250 w on 1340 kc to 1 kw on 970 kc; (b) granted Tulare-Kings' KTKC Visalia power boost from 5 kw to 50 kw on 940 kc and move to Fresno; (c) granted assignment of CP for Rodman's KRFM (FM) Fresno and assignment of license and CP for Tulare-Kings' KTKC to new firm, California Inland Broadcasting. Conditions: Upon consummation of assignments, Tulare-Kings within 10 days shall surrender CP for its KSEQ (FM) Fresno; upon commencement of KTKC program tests, Mr. Rodman shall surrender immediately his license for KFRE, and Mr. Rodman shall dispose of all interest KERO Bakersfield, Calif., of which he also is licensee, prior to commencement of KTKC program tests. In separate action FCC also granted KTKC petition to modify Dec. 15, 1947 grant to Yolo Broadcasting Co. for new station at Woodland, Calif. (KCRO, 930 kc, 1 kw day) to be subject to whatever interference it may receive from KTKC 50 kw operation.

It is proposed that new KTKC at Fresno will adopt KFRE call. Mr. Rodman is 40% owner of California Inland with Tulare-Kings group holding rest as follows: J. E. Richardson, 7.5%; Homer W. Wood, 15%; Percy M. Whiteside, 15%; Morley M. Maddox, 11.25%; Charles Whitmore, 11.25%.

Comr. Robert F. Jones voted for hearing in Fresno merger and also in KING case.

Commission Friday also granted in part petition of WRNY Rochester, N. Y., to sever its power-boost application (250 w day to 1 kw day, 500 w night, directional night, on 680 kc) from consolidated 680 kc proceeding involving WCBM Baltimore, Tower Realty Co., Baltimore, Lomar Broadcasting Co., Lancaster, Pa., and Foundation Co. of Washington, Philadelphia. WRNY has amended to lessen interference to proposed Lomar outlet. FCC reopened WRNY record for further hearing to determine engineering issues.

FCC denied petition of KTAR Phoenix (5 kw, 620 kc) seeking issuance of order to KWFT Wichita Falls, Tex., to show cause why its CP for 5 kw fulltime on 620 kc should not be modified to provide greater night protection to KTAR. Likewise denial was given petition of KECA Los Angeles (5 kw, 790 kc) requesting FCC to set aside order of Aug. 21, 1947, granting KTHT Houston power boost from 1 kw to 5 kw on 790 kc.

FM VALUE TO LOCAL SPONSOR CLAIMED IN BAILEY SPEECH

FM OFFERS local sponsor opportunity to reach select audience at low cost, gives him inside track for future expansion, Bill Bailey, FM executive director, told Allentown (Pa.) Rotary Club Friday. He predicted FM will be three-quarter billion dollar business this year.

National and regional advertisers have most choice time on AM, said Mr. Bailey, squeezing out local advertiser who wants to use radio. Mr. Bailey was introduced by Raymond F. Kohn, president, WFMZ Allentown, and FMA board member.

COSMETICS FIRM SOLD

STANDARD OIL CO. (New Jersey) has purchased Daggett & Ramsdell (cosmetics). Erwin, Wasey & Co., New York, to handle advertising, William J. Perridge, president of new group heading Daggett & Ramsdell, said. Mr. Perridge was formerly with Conti Products Corp.

J. R. LITTLE appointed eastern region manager of RCA Victor Division last week. He has been manager of distributed products of engineering products department since joining RCA two years ago. His territory will extend from New England to District of Columbia.

HIGH-POWER TV OUTLET ASKED IN SAN FRANCISCO PETITION

RADIO DIABLO, permittee of 50 kw-FM station KSBR San Francisco, plans 50 kw transmitter in new commercial television station in petition filed at FCC Friday. Visual and aural radiated power would be 250 kw. Channel 13 (210-216 mc) is requested.

Midland Broadcasting Co., licensee KMBC Kansas City, asks for second satellite to proposed Kansas City video outlet, at St. Joseph, Mo. KMBC requested TV booster earlier at Topeka. St. Joseph station would operate on Channel 13, 3.05 kw visual, 1.525 kw aural. Total cost $58,000 first year operating expenses $15,000, no revenue.

Radio Diablo, identified in ownership with Eitel-McCullough Inc., to get transmitter from tube firm. TV station to cost $287,500, first year operating expense $200,000, revenue unknown.

1340-KC GRANT PROPOSED FOR CLEARWATER, FLA.

ON BASIS of more equitable distribution of radio services, FCC Friday proposed to grant application to Clearwater Radio Broadcasters Inc. for new station at Clearwater, Fla., on 1340 kc, 250 w unlimited. FCC would deny Ledger Pub. Co. Inc., Lakeland, Fla., asking same assignment. Ledger publishes daily *Lakeland Ledger*. Ownership of proposed grantee:

Clearwater Radio Broadcasters Inc.—Otis E. Pruitt, auto dealer, president and 1 2/3% owner; Danzil Pulley, WALT Tampa, Fla., engineer, vice president, 30%, to be manager and chief engineer; Clifford McKay, editor and advertising manager, weekly American Legion paper, secretary-treasurer, 30%, to be commercial manager; Lawrence O. Binder, wholesale jeweler, director, 15%; Lewis Sperry, Troy, N. Y., businessman, director, 16 2/3%; Edward B. Casler Jr., attorney, director, 6 2/3%.

AMERICAN TOBACCO SERIES

AMERICAN TOBACCO Co., New York, to start new video series, *Barney Blake, Police Reporter*, end of April for Lucky Strikes through N. W. Ayer & Son. Facilities not yet picked. Ayer will produce in cooperation with Wynn Wright Assoc. Second new video venture is *Tonight On Broadway* series starting April 6 on CBS television network (see story page 14.)

BUDGET BOOST SUPPORTED

$100,000 BOOST granted FCC Thursday by Senate Appropriations Subcommittee (see story page 89) was backed up late Friday by full committee and expected to go before Senate today (March 15). House previously approved $6,260,000, now raised to $6,360,000 by Senate committee's action. Final figure expected to be compromise.

NAB PROGRAM EXCHANGE

PROGRAM idea exchange started by NAB Program Dept., in charge of Harold Fair, director, and Ben Miller, assistant director. Exchange is second phase of new program library and will compile tested program ideas, formats, scripts and case histories. First phase consisted of brochure listing open-end transcribed programs for local sponsorship.

TV RECEIVER OUTPUT 35,889 UNITS IN FEBRUARY

PRODUCTION of television sets totaled 35,8[illegible] units in February, 5,888 above January a[illegible] indicating annual rate of 430,000 in 194[illegible] Radio Manufacturers Assn. announced Frida[illegible] Rate 141% above 1947 monthly output. Pos[illegible] war TV output reached 250,937 units. Tw[illegible] thirds of February sets—25,594—table mode[illegible]

AM-FM output by RMA members, 90% [illegible] industry, totaled 140,629 units, increase [illegible] 4,614 over January but still below average [illegible] last quarter of 1947. Thirty-six per cent ta[illegible] models and converters.

Total set production in February 1,379,6[illegible] units, about same as year ago and slight[illegible] above January's 1,339,256. Output of portabl[illegible] and auto sets continued at high level.

RMA members produced 16,004,927 rece[illegible] ing tubes in January, compared to 16,511,4[illegible] in December and 20,203,509 in January 194[illegible] Month's output consisted of 11,492,090 for ne[illegible] sets, 3,372,144 for replacements, 1,089,445 f[illegible] export, 51,248 for government agencies.

CONVENTION FM SESSION

NAB's FM Executive Committee meets toda[illegible] (March 15) in Syracuse, N. Y., to plan F[illegible] participation in NAB convention at L[illegible] Angeles May 17-21. Taking part will be Cec[illegible] D. Mastin, WNBF-FM Binghamton, N. Y[illegible] Leonard L. Asch, WBCA Schenectady; Wi[illegible] lard D. Egolf, WBCC-FM Bethesda, Md., an[illegible] Arthur C. Stringer, NAB FM Dept. director

NEW TELERATING SUBSCRIBERS

FOOTE, CONE & BELDING and Young [illegible] Rubicam have subscribed to new Hooper te[illegible] rating service, measuring audience for vid[illegible] programs in New York metropolitan area [illegible] same coincidental telephone interviewing tec[illegible] nique as Hooper organization uses in checkin[illegible] AM audiences.

PAYROLL

(Continued from page 4)

average weekly scheduled pay according t[illegible] job classification, as computed from FCC[illegible] figures, was as follows among 29,338 fulltim[illegible] employes of four national and three regiona[illegible] networks and 716 stations which had more tha[illegible] 15 employes:

General officers and assistants—$188.14.
Program employes—Supervisors, $103.
Other program employes (Staff members)—announcers, $68.80; singers, $68.75; sound effect men $82.88; production men, $95.49; musicians, $96.[illegible] writers, $53.12; news personnel $77.18; actors, $[illegible] other staff program employes, $63.55.
Technical employes—Chief engineers and engineering supervisors $101.40; studio engineers or technicians with first-class license $79.91, others $77.[illegible] transmitter engineers or technicians with first-cla[illegible] licenses $65.95, others $55.63; research and develop[illegible] ment engineers, $107.22; other technical employe[illegible] $71.48.
Commercial employes—Supervisors, $144.25; sale[illegible] men (non-supervisory) $99.22, others (non-supe[illegible] visory) $58.35.
Promotion and publicity — Supervisors, $108.0[illegible] non-supervisors $64.45.
Clerical—Supervisors, $69.28; others $39.27.
Building Service employes $40.43.
All other employes, $65.65.
Average all employes (except non-staff progra[illegible] employes) $75.57.

Among 544 stations employing fewer tha[illegible] 15 persons, average scheduled compensation [illegible] 5,382 fulltime employes, according to job class[illegible] fication, was computed as follows:

General officers and assistants, $102.
Staff program employes—Supervisors, $57.82; non supervisors $42.46; combination, $45.81.
Technical — Supervisors, $63.45; non-supervisor[illegible] $48.68; combination, $54.11.
Commercial—Supervisors, $73.58; non-supervisor[illegible] $57.25; combination, $54.43.
Clerical $34.36.
Building service, $21.26.
Other employes, $40.53.
Average: All employes, $54.

Crosley Broadcasting Corporation announces

CINCINNATI'S FIRST COMMERCIAL TELEVISION SERVICE WLWT

WLWT, Crosley Broadcasting Corporation's television service for Cincinnati, began commercial operation on February 9 and on February 15 a special T-Day celebration was observed throughout the Queen City.

Television is not new to Crosley or Cincinnati. We established one of the first television stations in the United States in April, 1939, under the call letters W8XCT. Experimental television broadcasting has been conducted continuously since that date, interrupted only by the war.

Now, after years of experimentation—training personnel, developing programming and technical techniques—we are ready to provide Greater Cincinnati with the finest television service possible under an expanded, commercial operation.

The newest, most modern television transmission equipment available will, within a few weeks, be sending the sight-and-sound of WLWT. This new transmitter plant will deliver one of the strongest effective radiated television signals in the world, assuring an even finer, more dependable service.

The Crosley Broadcasting Corporation is proud to have established the first television service in Ohio and Cincinnati. We believe television inevitably will become the world's greatest medium for mass communication. And not only can it be expected to provide the greatest and most effective advertising medium yet conceived, it must also contribute immeasurably to the broad fields of entertainment, education and religion within the home.

WLWT Rate Card No. 1, and we believe television's most unusual rate card, is now available upon request.

WLWT *Crosley Broadcasting Corporation*

TELEVISION SERVICE OF THE NATION'S STATION